BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 5 No. 2

WASHINGTON, D. C.
JULY 15, 1933

Canada and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

MINNEAPOLIS & ST. PAUL
CENTER OF THE
9TH U. S. RETAIL MARKET

MORE
NATIONAL ADVERTISERS

AND

FACTS

1. The MINNEAPOLIS-ST. PAUL AREA where KSTP maintains a concentrated coverage and listener preference, is 81% radio-equipped as against 22% for adjoining areas.

2. In MINNEAPOLIS-ST. PAUL AREA there is concentrated more than one million people who purchase more than 75% of all products sold in Minnesota.

MORE
LOCAL ADVERTISERS

USE . . .
KSTP

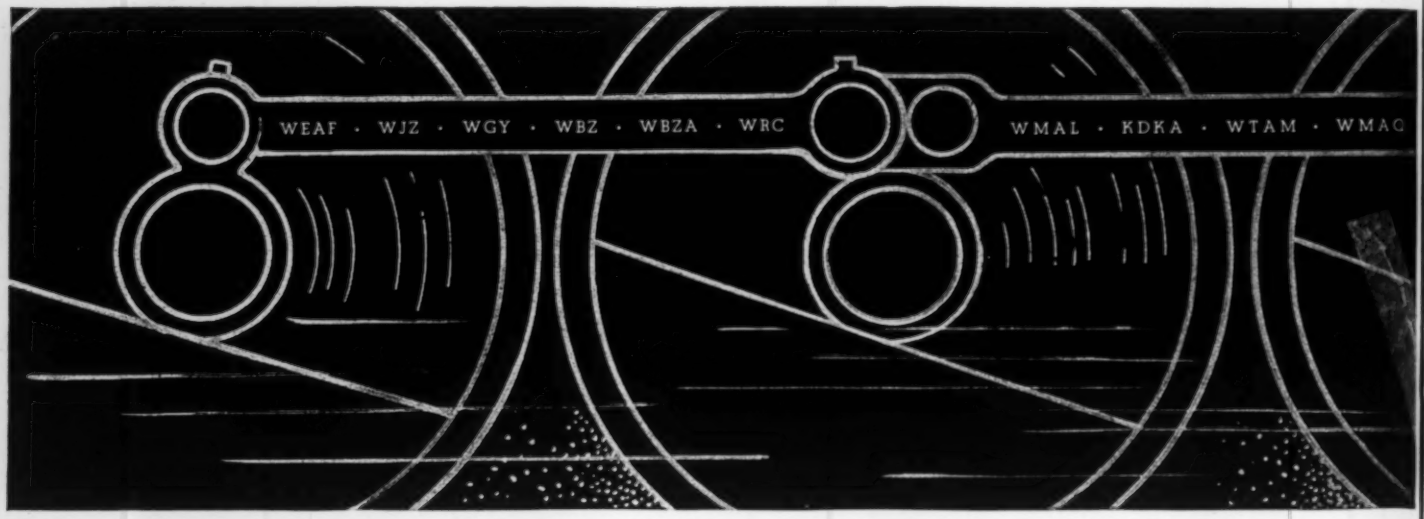
EXECUTIVE OFFICE
HOTEL ST. PAUL
St. Paul, Minnesota
CEdar 4400

NEW YORK OFFICE
205 East 42nd Street
MUrray-Hill 4-0658

CHICAGO OFFICE
FREE & SLEININGER, Inc.
180 N. Michigan Avenue
FRAnklin 6373

DRIVING RODS

Many a local and national business wheel has turned faster, even in depression times, under the driving power these seventeen radio stations supply.



NBC LOCAL SERVICE BUREAU

LLOYD C. THOMAS, Manager

NEW YORK • CHICAGO • SAN FRANCISCO

WEAF & WJZ — WMAQ & WENR — KPO, KGO & KYJ

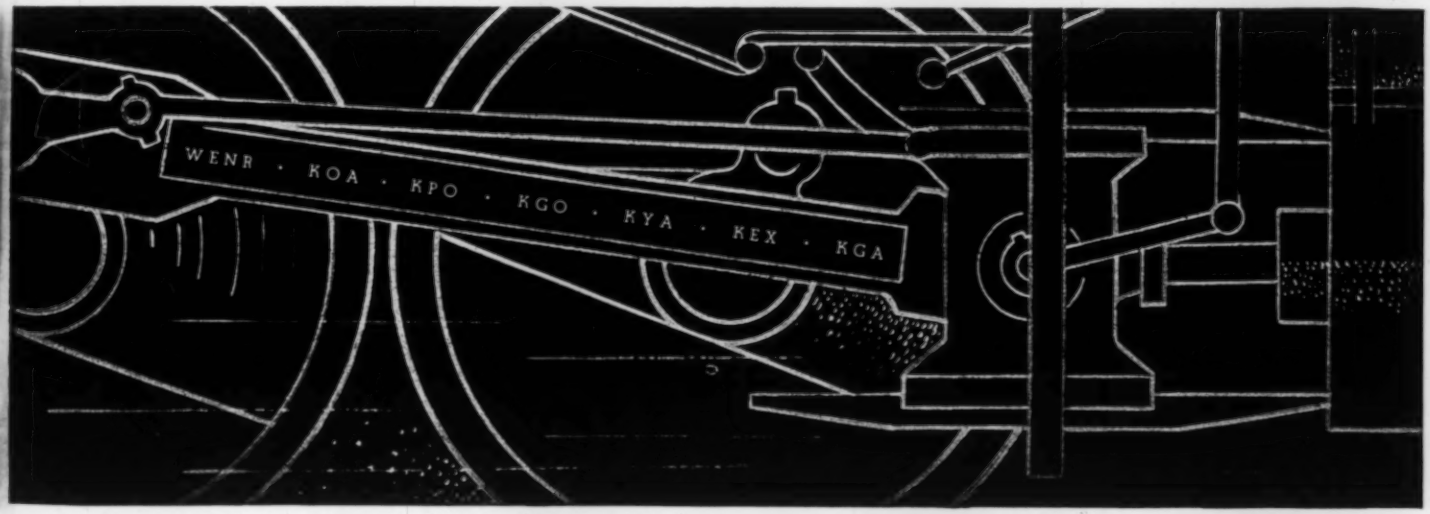
BOSTON • WBZ SPRINGFIELD, MASS. • WBZA SCHENECTADY • WGY WASHINGTON, D. C. • WRC & WMAL

PITTSBURGH • KDKA CLEVELAND • WTAM DENVER • KOA PORTLAND, ORE. • KEX SPOKANE • KGA

FOR BUSINESS

Once upon a time someone dubbed business "the wheels of industry" and said that selling was the force which drove the wheels to prosperity. Apt as the analogy is it may sound a bit facetious. Nevertheless, with your kind indulgence, we're going to carry it further.

For, after all, there never has been a force as potent as broadcast advertising to compress the rising steam of recovery into greater driving power for the wheels of industry. (All other depressions, unfortunately for them, happened before radio.)



Broadcast advertising has stepped up the whole tempo of selling,— generating wider interest in worth while products, creating deeper desires to have them and, most of all, inducing buying action.

You are doubtless convinced of the effectiveness of radio. And we are convinced that we have seventeen of the best radio media,— seventeen driving rods to add speed to the momentum of a recovering business world.

For your convenience you need contact only one office,— the one nearest you,— for information and service on any or all of the seventeen stations.

25,000 WATTS

WHAS

Nearest the Center of Population - - -

820 KILOCYCLES • 365.6 METERS

WHAS of Louisville, Kentucky, owned and operated by The Courier-Journal and The Louisville Times, has proven its real sales value over the period of the last eleven years. More than one-half of the Nation's population lives within a 500-mile radius of this station, which is situated in the heart of the Middle West.

CLEARED CHANNEL—CONTINUOUS TIME

Affiliated With COLUMBIA Broadcasting System

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

17 E. 42nd St., N. Y. Wrigley Bldg., Chicago Russ Bldg., San Francisco

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BROADCASTING
and
Broadcast Advertising

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Pros and Cons of Station Representation

Craig Says Someone Has to Create Spot Business as Agencies Are Indifferent; Exclusive Representation Similar to Newspapers is Urged by Fox

By J. LESLIE FOX
Commercial Mgr., WSM, Nashville

REPRESENTATION—What is it coming to?

I think one of the most important things which all radio stations have to face today is that of representation.

During the past few years since radio went commercial we have been establishing precedents—getting organized to do real things and as a result certain definite plans of operation have been forming themselves. I think the time has come when radio should go on record as to how it wishes to deal with agencies and advertisers.

During this period radio stations have been more or less at the mercy of almost anyone who wished to take advantage of the situation. Someone writes us a letter or comes in to see us to tell us that he controls certain accounts and if we will pay him the second 15 per cent we can have the business.

In most instances, I think, the claim is without grounds. The person does not control it, does nothing toward selling it and if we did not deal with him we would get the business anyway provided the advertiser wanted it to come into our territory.

Better Class Absolved

UNDERSTAND, I do not mean by this the better class of so-called brokers or representatives. I think there is no question but that concerns like Scott Howe Bowen have done some most excellent pioneering in the sale of radio time and deserve a world of credit for having done, in many instances, a good job.

It seems to me that radio is a growing medium and that a very definite method of handling representation should be established, one which would meet with the approval of the agencies and one which would reflect credit on broadcasting stations and broadcasting.

Newspapers and magazines, having been established for many years, have worked the thing out in a manner which seems to be very satisfactory. It may be that a method of representation for radio will require something different. I am inclined to think, however, that radio sales can be handled in very much the same way, but the big idea which I would like to have discussed at this time is: "Are we ready to make definite steps toward stabilizing representation?"

I stated previously that in my opinion the matter of representation might be handled very much in the manner of newspapers representatives, that is with exclusive representatives.

During the past few years we have seen a host of so-called brokers come and go. Only a very small number of them have been able to survive and those few have, I believe, survived largely because no better plan of operation offered itself. I remember at the Cleveland convention we had a talk by John Benson, president of A.A.A.A., in which Mr. Benson definitely went to bat for an exclusive representation idea.

As a result of that talk there was formed a group of stations, which on a cooperative basis employed a representative to sell time for them. This was not a success. Its failure was not due to the representative, because he was a most excellent man. This failure, however, was due, I think, to the fact that the stations themselves could not find a common basis for cooperation. Thus a noble experiment, which in failing, set back the representation idea as outlined by Mr. Benson to a certain degree.

I do believe that Mr. Benson's idea is perfectly right and that

(*Continued on page 29*)

By NORMAN CRAIG
Scott Howe Bowen, Inc.

WE HAVE HAD lately some new ideas on this question of representation. It seems to us that it is fundamental and absolutely necessary for the stations themselves to determine as strictly as they can just what kind or type, if you please, of representation they want.

Our experience in the sale of spot broadcasting is simple. In starting four or five years ago, we found that the way radio advertising was being sold—and at that time, in New York at least, it was practically all network—was by the development of program ideas, plans, methods to make use of the time being bought. The networks have a big spread between the amount of money they take in from advertisers and the amount of money that they pay the station, which is ample to finance the necessary operations in connection with developing plans and ideas, and so on.

On Promotion Costs

WE ARE told that CBS and NBC give 27 auditions on an average to different prospects to make one sale. That costs them a lot in time and money.

We don't know, speaking for ourselves, any other way to promote, develop and increase the sale of spot broadcasting other than to do it in just that same way. It is suggested a national advertiser can get more per dollar out of spot broadcasting than on the network, but in addition to telling him that, you have got to tell him how to use it, make the suggestion, and in nearly every case bring a program to him. That costs money.

There was a report in BROADCASTING a couple or three weeks ago, June 1, I guess, of 10 agencies in the country placing the largest volume of network advertising. With the exception of two or three on that list, they were very prominent large agencies and they placed during the first four months of this year something over $5,000,000 worth of network time. If you saw that list and checked back on it as to how much spot business you got from those agencies, you found that with two exceptions it was practically nothing. Somebody must promote spot broadcasting, make more spot broadcasting, make more accounts in order to encourage proper development, not the type of representation that consists of going to an agency and an advertiser, saying: "We understand you are going to have a spot campaign; now be sure and buy of our station; it is a good station; the other station is rotten," or "the other two or three are rotten," whatever it may be. That doesn't create anything new.

Construction Work Necessary

IT IS like a bunch of dogs quarreling and fighting over a bone that is laying there before them. It doesn't create any new bones. If you want new bones created, if you want more spot campaigns cultivation is necessary. The average account we sell takes anywhere from four to six months of cultivation work, building up work before it comes down to a question of placing any station time.

If it were the will of the station owners and operators that the representation of stations be identical with the representation of newspapers by several groups of representatives, each representing exclusively a few stations, the compensation that these representatives would receive, even though it included all of the business placed, whether by their own creative efforts or otherwise, wouldn't give them enough income to warrant

(*Continued on page 29*)

Representation: Which Way?

WHAT SHOULD stations do about their advertising representation? Should they follow the precedent established by newspapers for exclusive representation, or should they continue relations with general representatives or brokers, paying extra commissions? J. Leslie Fox, commercial manager of WSM, is inclined toward exclusive representation such as that offered by Edward Petry & Co. Norman Craig, of Scott Howe Bowen, Inc., naturally favored the general representation of the character offered by his company. Their respective views are here stated in excerpts from their talks before the recent meeting of the NAB commercial section in connection with the Grand Rapids convention of the Advertising Federation of America. An NAB committee will study the question and report with definite recommendations to the broadcasters' annual convention in October.

XUM

New "Transition Rate" Set for CBS Stations On East Daylight Time

HUGH K. BOICE, sales vice president of CBS, on July 5 announced that on July 15 a new "transition rate", covering the period from 6-6:30 p.m., current New York or Eastern Daylight Saving Time, would go into effect for all Columbia stations broadcasting on such daylight saving time. The new rate is two-thirds of the present evening rate, and a new rate card covering the reduction has been issued.

Such cities as Philadelphia, Buffalo, Syracuse, Rochester and Albany are on EDST time, so that these and other points can be bought by CBS network sponsors at the new rate, which will remain in effect even after daylight time ends Sept. 24.

In explaining the reduction, Mr. Boice stated:

"This 'transition' rate closely reflects actual listening conditions. Between 6 and 6:30 p.m., it has been found that the number of listeners, while very much larger than the typical daytime audience, does not reach the full size of a typical evening audience, in the east, until some time after 6 o'clock. And the new rate permits the Columbia network advertiser to buy facilities at a cost proportionate to the actual size of the audience between 6 and 6:30 p.m.

"In the Central and Western Time Zone the radio audience has long since developed earlier listening habits in order to follow network programs originating in New York. For this reason the 'transition' rate does not apply to stations broadcasting on earlier schedules than current New York time."

NBC Fixes Day Rate For 11 p. m. to Midnight

IN A MOVE to attract sponsors to the 11 p.m. to 12 midnight period, George F. McClelland, NBC sales vice president, has announced a reduction in the rate for that period to the daytime rate prevailing before 6 p.m. So far as known, neither NBC nor CBS has ever sold its 11-12 o'clock night period to a sponsor.

NBC, which is issuing a new rate card July 15, incorporating this and other changes, also announced that KGIR, Butte, Mont., and KGHL, Billings, Mont., are now available as a supplement to the Pacific Network only, with KOA, Denver, and KDYL, Salt Lake City, available at extra charge with the NBC-WEAF and NBC-WJZ networks. CRCT, Toronto, and CFCF, Montreal, are available individually but in conjunction with the NBC-WEAF or NBC-WJZ nets. KGB, San Diego, and KTAR, Phoenix, are also available individually, but in conjunction with Los Angeles.

PROCTOR & GAMBLE Co., Cincinnati, has begun marketing Ivory Shaving Cream, a new companion product to its Ivory Soap.

The Modern Big Stick

Ireland in the COLUMBUS DISPATCH

PRESIDENT ROOSEVELT again will "go to the country" via radio—his third time—on July 17, speaking directly to the Civilian Conservation Corps camps along with Robert Fechner, corps director, and various members of his cabinet, on a combined NBC and CBS hookup. His address is designed to let the country know more about the camps as well as to deliver a message direct from the White House to the camps. That the country realizes, as does President Roosevelt, that radio is one of the powerful weapons at his command, is indicated by this cartoon by Ireland in the Columbus Dispatch.

June Network Revenues Drop to Lowest Figure Since February, 1930

SLUMPING again in June, network revenues from time sales during that month fell to $2,065,195 as compared to $2,997,296 during June, 1932. The June, 1933, figure is the lowest shown by the networks since February, 1930. For the first six months of 1933, the combined revenues of NBC and CBS amounted to $15,146,985 as compared to $22,910,367 during the same period in 1932.

NBC during June showed time sales of $1,512,139, the lowest of the year, which compares with $2,081,466 in June, 1932. For the first six months of 1933, NBC grossed $10,451,642 as compared with $15,108,645 during the same months of 1932.

CBS during June showed gross revenues of $553,056, the lowest in several years, which compares with $915,830 in June, 1932. For the first six months of 1933, CBS grossed $4,795,343 as compared with $7,701,722 during the same six months of 1932.

CHAPPELL BROS., Rockford, Ill. (Ken-L-Ration dog food) devoted its regular NBC network program and bought added space for its annual Ken-L-Ration Week, July 10-15.

Brewery is Signed

FIRST WESTERN brewery to sign for radio is Cereal Products Refining Corp. (Acme brew), San Francisco, which on July 17 begins 13 weeks of Monday night half hours, 8:30-9 p.m., on the NBC-KGO network. Talent for the show includes Meredith Willson and orchestra, the Doric quartet, Mary Wood, soprano and Irving Kennedy, tenor. Emil Brisacher & Staff, San Francisco, handles account. Renewals on NBC's Coast network include Gilmore Oil Co., Los Angeles, renewing its Gilmore Circus for another 52 weeks, with Chet Crank, Los Angeles, as the agency. Richfield Oil Co., Los Angeles, has signed for another 52 weeks of its nightly newscast, the Richfield Reporter. H. C. Bernstein Co., Los Angeles, is the agency.

Threads, Inc. Signs

THREADS, Inc., Gastonia, N. C. (Mother's Threads) on July 4 began a year's series of 104 fifteen-minute studio features, with the "Old Timer", southern philosopher, and organ music background, over WBT, Charlotte, according to an announcement by William A. Schudt, Jr., WBT manager. Program formerly was a highly popular sustaining feature. Sponsor may use this program as test of a later national campaign, but has placed it on WBT direct.

McCosker and C.H. Lang Named AFA Directors

Mr. McCosker

RADIO'S growing stature in the advertising field, and the outstanding prominence of Alfred J. McCosker, director of WOR, Newark, and president of the NAB, led the Advertising Federation of America, at its closing session in Grand Rapids June 30, to elect Mr. McCosker to its board of directors. Also elected to the board was Chester H. Lang, advertising manager of General Electric Co. and manager of G. E. broadcasting. They are the first radio representatives to be named to the AFA board.

Mr. Lang

Henry R. Ewald, president of Campbell-Ewald Co., Detroit, was the third new director named, while Edward Kobak, vice president of McGraw Hill Publishing Co., was reelected president, and Albert T. Hodges, NEW YORK SUN, was reelected chairman of the board.

Ford Dealers Cooperate To Extend Net Feature

AN UNUSUAL cooperative dealer campaign started on an NBC-WEAF network July 3 when Ford dealers in various localities "chipped in" for a wider broadcast of the "Lum and Abner" sketches, which had proved so highly profitable for Ford dealers in Cleveland. The Ford company has allowed all of its dealers an advertising budget of $3 on each car sold, and it is this budget which will bear the cost of the present network campaign, which is being handled by Critchfield & Co., Cleveland.

Program is heard Mondays to Thursdays inclusive, 6:30-6:45 p.m., EST, on WEAF, WFBR, WRC, WGY, WBEN and WTAM, and on WLW from 7:45-8 p.m. It is repeated same days at 9:30-10 p.m., EST, over a network consisting of the following stations: WENR, KSD, WOC-WHO, WKBF and WTMJ. On Fridays, 9:30-10 p.m., EST, the foregoing stations with the exception of WLW, but with the addition of WLIT, also get a program called "Lum and Abner Sociable."

Commission Moves

REMOVAL of the offices of the Radio Commission from the Interior Department to the Architects Building, 18th and E Streets, northwest, just one block south of its present location, was effected July 6 under instructions from the Public Buildings Commission, which is reallocating housing for various agencies. It marks the fourth time the Commission has changed offices since its creation six years ago.

Forward Step in Bank Advertising: Radio

By WARD WALKER
Assistant Cashier, People's Bank & Trust Co.
Seattle, Washington

Started as Institutional Advertising, "Pioneers" Proves Lure for New Depositors to Sponsors' Surprise

RADIO ADVERTISING has proved a stimulant for a combination of Seattle banks in the face of a national withdrawal of confidence in financiers. Looking about for a new medium of maintaining good will in a dignified fashion, the directors of the combined banks were sold on the idea of sponsoring a series of local historical sketches. Not only did the program accomplish its primary object of providing institutional advertising, but it also added $423,000 in new deposits within three months, exceeding the sponsors' fondest hopes.

THE PROBLEM of keeping a bank's name favorably before the public has always been recognized as one of the essential factors in maintaining confidence and building deposits. The medium usually employed is advertising, but seldom it is that advertising attempts to or does accomplish anything more than institutional.

Since 1929 the problem of maintaining the confidence and good will of the public has been one of the major problems confronting bankers in all parts of the world. The majority of bankers have been content to liquify the positions of their institutions and to advertise their strength with the belief that this was sufficient. Publishing a statement at each call, writing letters to stockholders and mailing statements quarterly to the more prominent customers have been the common remedy adopted by most bankers to meet the problem as they have seen it.

The Need is Noted

WHILE this may offer conclusive proof of the ability of a bank to meet the demands of its depositors and may coax back some of the gold in hiding in safe deposit boxes or funds on deposit with the postal savings department, it can never be the answer to a better understanding and full spirit of cooperation against the problems that confront the banker and depositor during depressed conditions such as we are now experiencing.

In 1928 the Peoples Bank and Trust Company alone showed an expenditure of $12,000 for advertising, which amount was distributed equally between bill boards and newspaper space. In 1930 and 1931, there was instituted a program of retrenchment which provided but a negligible amount for advertising. At the outset of 1932, however, the need for advertising became apparent. Accordingly, in May, 1932, the agents of all recognized mediums of advertising were interviewed and the problem outlined with the request that they submit to us a plan of good will advertising that would be of such merit that our banks would derive a maximum amount of good will without forcing our institution on the public in an undignified way.

At the time of the affiliation of three banks with the Peoples Bank and Trust Company to form the Peoples Banks of Seattle, a number of young, vigorous, aggressive men entered the institution—men eager to acquire for their institution its share of the business to be had in this section of the United States. They felt the need for something new and outstanding in the way of dignified bank advertising. The older heads agreed and a new medium was sought.

The directors of the Peoples Banks agreed that something more than a mere comparison of its financial condition with that of other banks was needed to suffice in the promotion of good will, not only for itself but for the entire banking fraternity in the northwest. Accordingly, the problem was analyzed not only for the benefit to the Peoples Banks but for benefits accruing to the public as well as to the other banks of our community.

The national advertising firm of Botsford, Constantine & Gardner evolved the plan and prepared an audition, for the advertising vehicle suggested was radio. The directors of the Peoples Banks were called into meeting. The technicians of KOMO in Seattle wired the equipment and we waited in critical anticipation for the premiere of the new idea.

Program Clicks at Once

AFTER a few bars of the tone poem "Finlandia", the announcer read: "The Peoples Banks present —Great moments in the history of Seattle and Puget Sound."

There followed a dramatization of the story of a man, still living in Seattle, who saw James J. Hill, the empire builder, and conceived the idea of persuading the Nippon Yusen Kaisha Steamship Line to choose Seattle as its Pacific coast terminal. The program closed with an authentic radio reconstruction of the scene at the old docks when the first NYK boat arrived in 1896. The story was taken from newspaper accounts of that day and interviews with men who had a hand in that now historic event. The program was written by H. L. Chevigny of the staff at KOMO and produced by George Godfrey under the supervision of Botsford, Constantine and Gardner.

The idea needed no further explanation. It was clearly explained in the audition and the worth of such a program was at once apparent. The stories of the series spoke of men whose names are familiar to all of us, men after whom Seattle streets, public parks and institutions have been named, as well as many men yet living. No attempt whatever was made to create fictitious characters. The program seemed destined to evoke a tremendous local interest.

Advantages and Disadvantages

SO MANY of the founders of the Peoples Banks had taken an active part in this early history that the advertising almost took care of itself. For instance, Arthur Denny, the founder of Seattle, was also one of the bank's founders, and at the conclusion of a story in which he played an active part—and there are many—the announcement was quietly made of the names of two or three early directors, among which Arthur Denny's name was also mentioned.

As the advantages of the program were apparent, so also were its disadvantages. How could we be certain that the program would be listened to? It was obvious that the older generation would listen. We felt that if we were fortunate enough to interest this percentage of the radio audience that small percentage would be constant and would therefore repay our efforts. The biggest disadvantage was our complete ignorance of this new medium, always a problem faced in the launching of any new venture.

However, a contract was signed for 26 weekly half hour broadcasts. The name chosen for the series was "Pioneers", which tied in the bank as a pioneer institution. Only true, historical data, which dramatized great moments in the history of Seattle and Puget Sound, were used in the stories. The titles of some of these were explanatory of the subject matter.

Wins Popular Approval

A CAST of fifteen actors, many with years of stage experience and training, enacted the stories. From script and production standpoint, the program compared favorably with national productions. The stories were interesting, well chosen and frequently taken from little known and obscure phases of Seattle and Puget Sound history. Some unusual subjects were chosen, such as the story of Seattle's first electric street cars, and these have skillfully been welded into most interesting sketches.

The programs have been approved by teachers of history in higher and secondary schools, descendants of pioneers, and men whose hobby it is to collect local historical data as well as by the majority of the radio audience.

So much for the means of attaining our end. Now for the results. It is certain that the name of the Peoples Banks has become popularly known. Furthermore, the bank has become recognized as a pioneer Seattle institution, in which men rooted in the pioneer tradition are officers and directors. The program revealed that conservative banking principles of the men of known integrity who founded the Peoples Bank in 1889 are still being maintained, and at the same time it attested to the ability of present officers to adopt new ideas. Thousands of persons have called at our banks to congratulate us on our sponsorship, hundreds of letters have been received from all over the northwest, and a few from Alaska and San Francisco. Seattle newspapers have all placed this program among the radio highlights.

In a word, radio carried our institutional advertising.

Business Increases Result

THEN IN December other results became apparent, results upon which we had not dared count. An increase in new business was seen. In December we closed our three months' period with increased deposits of $423,000 over our September, 1932, call, by far the largest percentage increase among Seattle banks. In the first two weeks of January, 32 per cent more new savings accounts were opened then during the same period last year.

The wave of public interest that our advertising campaign enjoyed was of direct benefit not only to the public for whom it has been designed, but also to its sponsors, the Peoples Banks, with an increased volume of business, accompanied by public approval and an increased esprit de corp among our bank personnel.

New Order Blank Finally Approved

Stations and Agencies Urged To Adopt Standard Form

IMMEDIATE adoption by agencies and broadcasting stations of the standard order blank for spot broadcasting will be sought by virtue of the final approval of the form by both the NAB directors and the American Association of Advertising Agencies.

Designed to facilitate the placing of spot business and to bring about uniformity in contractural relations between agencies and advertisers, the form was approved in principle by the NAB board last February, after the A.A.A.A. radio committee had tentatively endorsed it. Further minor alterations now have been agreed to, and the sponsors hope that the blank will be adopted by all stations and agencies insofar as it is consistent with station policies.

Adoption is Voluntary

THE FORM originally was drafted by the A.A.A.A. in collaboration with the NAB commercial committee. Philip G. Loucks, NAB managing director and Frederick R. Gamble, A.A.A.A. executive secretary, handled negotiations leading to the tentative draft, which was published in full text in the March 1 issue of BROADCASTING. The final terms differ from the tentative draft only slightly, embodying only minor changes in phraseology.

Mr. Loucks explained that use of the form is not mandatory upon any station or advertiser. He declared that stations are at liberty to utilize the form, or to alter any sections not considered consistent with their own business practices. It also has been agreed by the two associations that, if any of the terms prove impracticable, they will be adjusted by mutual consent.

Raps Rate-Cutting

THE FORM is modeled after other standard forms bearing A.A.A.A. endorsement. The form disallows rate-cutting, secret rebates or agreements regarding rates, either by agency or broadcaster. It sets up standard conditions, fixing the respective rights and liabilities of advertisers and stations in such contingencies as libel, slander, unfair competition and the like, and is designed to protect stations from punitive action.

Copies of the standard order blank will be submitted to NAB and A.A.A.A. members within a short time.

Dissolving Drugs, Inc.

DIRECTORS of Drugs, Inc., $150,000,000 holding company of five important operating subsidiaries, all of which have used radio in their national advertising campaigns, have decided to dissolve the company and establish each company as an independent entity. Stockholders will vote on the project on Aug. 7. The companies are Sterling Products, Inc., Bristol-Meyers Co., Vick Chemical Co., Life Savers, Inc., and United Drug Co.

PROPOSED STANDARD ORDER BLANK FOR SPOT BROADCASTING
(STANDARD CONDITIONS 1932.)

NAME OF ADVERTISING AGENCY
ADDRESS
CITY

TO MANAGEMENT OF STATION — ORDER NO.

CITY AND STATE — DATE

PLEASE FURNISH BROADCASTING FACILITIES TO (ADVERTISER)
FOR (product) — NAME OF PROGRAM

—LENGTH OF BROADCAST— —HOUR— —DAY— —TIMES PER WEEK— —TOTAL NO. TIMES—

COMMENCEMENT DATE | EXPIRATION DATE

PROGRAM MATERIAL ARRANGEMENTS
(A) COMMERCIAL ANNOUNCEMENTS

(B) CONTINUITY | (C) CUE SHEETS | (D) TRANSCRIPTIONS

(E) ADDITIONAL INSTRUCTIONS

RATES:
Per broadcast: Station Charge $.....Talent $.....Line Service $.....Other Charges $..... Total $.....
Total for.....Broadcasts: Station Charge $.....Talent $.....Line Service $.....Other Charges $.....Grand Total $.....

LESS TIME DISCOUNT: .....% — LESS AGENCY COMMISSION: 15% of Station Charge: .....% of Talent Charge — LESS CASH DISCOUNT: 2% of net time charge if paid by.....th of month following service

Subject to standard conditions on back hereof. NAME OF ADVERTISING AGENCY, per.....

Standard Order Blank for Spot Broadcasting, "A.A.A.A. Form" Copyright 1932, American Association of Advertising Agencies. Blank No. 1.

STANDARD ORDER BLANK—Above is a facsimile of the standard order blank for spot broadcasting proposed by the A.A.A.A. and approved by the NAB board of directors following negotiations lasting more than a year. The reverse side of the blank carries the terms and conditions under which spot broadcasting will be placed.

"FRESH AIR AND SUNSHINE CURE"

That's What Radio Advertising Is To Business Revival —But Broadcasters Must Sell Medium—

By DONALD S. SHAW
NBC Eastern Sales Manager

WHILE reading a newspaper account of an address on general business conditions made by Senator Wagner of New York in the Senate in early June, I was stopped in my tracks by the following statement. It functioned as a powerful support for my belief that today broadcast advertising has about the greatest opportunity for service and self-exploitation it has ever had.

> "There has been some slight improvement, it is true, during the past three months, but if we do nothing to speed revival, we shall not only lose such gains as we have made, but shall relapse into a chaos the consequences of which are too alarming to contemplate."

I think that is a very fine expression of a very grave danger that threatens the business fabric of the country, a danger even greater than that which has faced it throughout the course of the depression.

The point becomes clearer when we consider a person who has been beset by a long and serious illness. Through several years, he has suffered intensely, without relief, despite the efforts of the world's greatest doctors. Upon the scene appears a new doctor. He makes his diagnosis, an entirely different one, and decides upon an operation, which is performed forthwith. Immediately, the patient shows signs of recovery. A new light comes into his eyes, a new vigor into his entire body.

But in order to recover fully, the patient can not rest entirely upon the results of that operation. He is merely in the first stages of recovery. He must back up those results by taking other necessary means. He must get *fresh air and sunshine*, take tonics and medicines; he must faithfully exert every possible supplementary effort to re-attain his former supurb health. If he doesn't, he is going to relapse into a condition far worse than before the operation.

Radio's Healing Power

IT IS precisely the same with American business. American business has just had an operation which seems to have been eminently successful. Without going into detail, there have already been very encouraging signs of recov-

(*Continued on page 26*)

Statistical Service Started by NAB

Dr. Hettinger is Consultant In Commercial Unit Plan

Dr. Hettinger

COLLECTION of fundamental trade statistics regarding broadcasting and broadcast advertising, to place the industry in a position to furnish prospects with basic information of the character supplied by other advertising media, is being undertaken by the NAB pursuant to plans approved at the recent meeting of the NAB commercial section at Grand Rapids, Mich. Dr. Herman S. Hettinger, of the Wharton School of Finance and Commerce of the University of Pennsylvania, is supervising the establishment of the service in a consulting capacity until next September.

Net Revenues No Guide

ACCORDING to the NAB, the collection of trade statistics should form the basis for forecasting trends as to business volume and aiding in long-term planning by broadcasters. The material also should enable station managers to compare their performance with that of the industry as a whole.

In advocating the service, Dr. Hettinger declared that it is estimated that national network revenues comprise no more than half of the total amount spent on broadcast advertising in this country, and that, therefore, network figures are utterly inadequate as a measure of the trend of business in the radio field. He declared that equally comprehensive information is necessary regarding the trend in national spot advertising and in the volume of advertising being carried on by local business organizations over stations.

Seek Advertising Trends

IT IS proposed, in addition, to keep close check on the trend of broadcast advertising volume in various industries, both as to general radio advertising and the use of network and spot facilities. Plans include also the collection of information on the trend of advertising volume in different parts of the country, and the development of broadcast advertising as compared with the volume of business placed in newspapers, magazines and other media.

Dr. Hettinger explained that the information regarding volume of business will be sought from various NAB member stations on monthly by means of questionnaires. In order that the business statistics may be representative of broadcast advertising as a whole, it will be necessary, he explained, to obtain trade information from a representative group of stations accounting for a reasonably large proportion of the total volume of radio advertising. A sample representing roughly 50 per cent of the industry's volume is contemplated.

Standard Units of Sale and Rate Practices

BY ARTHUR B. CHURCH
General Manager, KMBC, Kansas City

Uniformity in Time Classifications, Program Lengths, Frequency Discounts, Commercial Curbs Urged

Mr. Church

STANDARDIZATION of units of sale and rate practices, a subject often discussed among broadcasters but never the basis for concerted action, will be recommended to the forthcoming NAB convention. A committee headed by Mr. Church will draft the recommendations, which will embrace such matters as program length, time classifications, frequency discounts, rates for transcriptions and addresses, summer rates, commercial credits, and spot announcements. An address on the subject by Mr. Church, before the NAB Commercial Section meeting at Grand Rapids, June 27, was enthusiastically received. Because of its general interest to stations, agencies and advertisers it is published herewith in full text.

ONE OF the problems in the business of broadcasting today is relatively simple to solve. Perhaps that is why it has thus far received little concerted attention. All will agree, I believe, that there is a need for standardizing units of sale and rate practices in radio.

Rate cards are already quite well standardized as to form and general classifications. They are not standardized, however, as to time classifications, program length, frequency discounts, amount of commercial copy in programs, length of spot announcements and number of words per minute. Practices on these things and associated matters can and should be standardized.

Re Program Length

PRACTICALLY all stations sell program time in units of one-quarter hour and one-half hour. Most stations quote one-hour and a constantly increasing number on five minutes. An appreciable number quote ten minutes.

Broadcasters should try to answer these questions: "Are programs shorter than 15 minutes in the public interest? Should their sale be encouraged by including units of sale less than a quarter-hour in the program classification?" My own present opinion is that five-minute programs, so-called, are parasitic and should be discouraged.

Time Classifications

A CONSTANTLY increasing number of stations now have three or even more classifications of time, while a few years ago these were limited to day and evening. Standardizing time classifications is difficult because of the differences in sectional habits. Dinner time in New York, for example, is considerably later than dinner time in Lincoln, Neb.

Some middlewest stations which formerly had night-time classifications of 6 to 12, now classify 6 to 10:30 as Class A time and later time as Class B, or Class B and Class C. Other stations classify very early morning and late night as Class D time at one-third Class A rates. This seems not illogical, comparing probably potential circulation. In fact, for most sections of the country, I favor the practice of four classifications of program time, as complicated as this may at first appear. The advantages appear to outweigh the disadvantages.

Lack of standardization in frequency discounts constitutes one of the most annoying situations in radio today. This is substantiated in a recent letter from one of the two principal spot broadcasting organizations, which reads in part:

"From our standpoint, the standardization that we feel would prove of most benefit to the industry would be one that would apply to frequency discounts. It would simplify matters immeasurably if all stations would accept and publish the customary scale of discounts, namely, 5 per cent for 13 times, 10 per cent for 26 times, 15 per cent for 52 times, 20 per cent for 100 times and 25 per cent for 300 times."

This scale of discounts is in use by several stations, and is rather similar to the frequency discount schedules adopted by the networks. Perhaps this is a satisfactory scale, or perhaps it can be improved by further contact with the A.A.A.A. radio committee and the network and spot broadcasting organizations.

Special Period Rates

SINCE the advent of the quarter-hour serial features, many stations have established special discounts for three to six quarter-hours weekly. Several years ago KMBC began publication in its rate cards special rates for weekly strips of quarter-hours daily, except Sundays. The recent tendency to shorten the serial strip to five programs weekly has led agencies to request a rate of five-sixths the six times weekly rate. It appears that the multiple weekly programs are here to stay, in which case a standardized frequency discount procedure of some kind should apply.

A relatively new classification of program time is "run of schedule" which, as the name implies, is time subject to change without notice, and carries a substantial discount. There seems to be a definite field for "run of schedule", or "station run" as it is sometimes termed, and it should be given consideration in a standardized set-up.

There is at present lack of agreement in the classification of addresses, lectures, political talks. Some stations sell time for such material at program rates, while others quote at special rates which are usually higher than program rates. It would seem desirable to standardize the classification for addresses.

Most stations accept electrical transcription programs at regular program rates without restrictions as to time of day. Some, however, place restrictions as to time and make a surcharge. In the interests of spot broadcasting it seems that, as rapidly as possible, stations should be discouraged in penalizing transcription programs. It should be the aim of stations to simplify procedure in the sale of spot broadcasting, not to complicate procedure by the placing of time restrictions, making transcription surcharge, music royalties, handling charges, etc.

How Much Commercial Copy?

ONE OF the most difficult questions in connection with programs is "How much commercial copy?"

A well-known advertising official recently expressed his views to me as follows:

"The amount of commercial copy which can be used in a broadcast without making the listener feel that it is 'too darned much advertising' appears to depend in a large measure upon the character of the work and the adroitness with which it is worked into the script. For example, while I believe that a minute and a half of advertising copy is not out of order in a half-hour program, it would be out of order if the minute and a half were given in one fell swoop. But if this minute and a half is split into three 'takes'—one placed at the start of the program, one during a break in the middle and one at the end, I have found that radio audiences will not object.

"The big danger with all commercial copy is getting the public so fed up that it makes no impression upon them at all. This is a copywriter's job, and we are learning to use more adroitness in getting it over."

I have received from agency executives and spot broadcasting officials a number of very interesting letters on this subject, all of which boil down to the expression: "It isn't the number of words, but what is said and how it is said, that counts."

Station managers however, are frequently confronted with the problem of excessive commercial copy, both in continuity prepared for station productions and in electrical transcriptions.

Spot Announcements

CONTROL of copy in spot announcement is less difficult, but here again there is need for standardization. The valued opinions of agency executives as to the maximum number of words one-minute announcements should contain showed a variation of from 100 words to 180 words. The mechanics of handling announcements must not be overlooked. Just as quarter-hour program periods actually are about 14½ minutes, one-minute announcement must be slightly less than that time. From the station standpoint 120 words would seem to be the ideal maximum for one minute rather than the 150 words now allowed by many stations.

My suggestion for the standardized time length of announcements follows: One-quarter minute—maximum 30 words; one-half minute—maximum 60 words; one minute—maximum 120 words.

The so-called "chain break" quarter-minute announcements (the use of which between commercial programs I do not condone, but the sale of which many station managers consider economically necessary with present unsatisfactory network set-ups) should not be longer than 30 words, even though a standard of 75 words for one-half minute and 150 words for 1 minute is adopted.

In this standardizing process perhaps attention should be given

(*Continued on page 25*)

Big Bird Business Traces Its Growth Directly to Radio

Singing Canaries First Used In Sustaining Program

By GENE T. DYER
Manager, WGES, Chicago

FROM the basement of a small outlying department store in Chicago a city-wide profitable bird business has been built up within two years by radio, and radio alone.

Two years ago I called on a small department store in an outlying business district hoping to interest Stanley Enoe, the advertising manager, in buying time on our station. Mr. Enoe was also the buyer of crockery, head of the shoe repair department and had numerous additional duties. He told me he wanted to use a program to appeal to the foreign born residents of the city, but when I tried to sell him an English program he declared he had not a single feature or department that could stand the expense of a campaign.

Canaries Give Idea

DURING our interview immediately adjoining his office canary birds were singing, and the thought came to me that we could build a program featuring the singing of the canaries. I told Mr. Enoe that if he would furnish the canaries for a sustaining broadcast we would announce that his store furnished them.

The first broadcast scored a tremendous hit. The department sold dozen of birds, with the result that we instituted a daily broadcast from 9 to 9:30 a.m., except Sunday. We asked for memberships in the WGES Canary Club. To date we have received more than 75,000 applications for membership. The club idea was merely a commercial plan to build up a worthwhile mailing list of canary bird owners.

The business grew by leaps and bounds. Mr. Enoe opened a "bird clinic" in which he, without cost, advised bird owners as to the individualized care of their birds, prescribed diets, and diagnosed maladies.

Starts New Store

MR. ENOE, seeing the possibility of a city-wide profitable bird business, bought the bird department of the store for which he was advertising manager and opened a modern up-to-date store on another outlying business street under name of the Stanley Enoe Co.

The daily broadcasts created so much business for him that he proceeded to open branches in six department stores advantageously located in Chicago. He has what he claims, and what I believe, is the world's largest retail distribution of canary birds and supplies.

Mr. Enoe publishes a monthly magazine for bird owners, which is sent to them without cost and carries advertisements of special sales items, tying up his radio programs with printed matter.

He has further expanded his activity in the Chicago suburban area by opening a bird clinic in a department store in Elmhurst, west of the city. This was in response to a demand of out-of-town bird-lovers. The expansion has proved so successful that further extensions loom.

As for the programs themselves, they have continued from the first broadcast almost without variance in style. They are made up of standard and old time music, reproduced by transcriptions and combined with the singing of twenty-four selected canary birds. The birds hear the music in the studio and add their harmony to it. The program produces hundreds of complimentary letters weekly.

New Population Estimates

U. S. Census Bureau in State-by-State Report Shows Gains That Reflect Wider Radio Audiences

AN INCREASE of nearly 3,000,000 or 2.4 per cent in the population of the United States in the slightly more than three years since the 1930 census was taken is shown in new state-by-state population estimates for July 1, 1933, compiled by the U. S. Census Bureau and made public July 1. Service ranges being known, the state estimates in the table herewith can be used as the official basis for new calculations of potential audience areas by station managers and agency executives.

The Census Bureau explains that it arrived at its figures by estimating the increase on the basis of the known percentage of increase in each state between the official 1920 and 1930 censuses. Following is the official tabulation:

State	Federal Census April 1, 1930	Estimated Population July 1, 1933	Pct. of Increase (July 1, 1933 over April 1, 1930)
Alabama	2,646,248	2,697,000	1.9
Arizona	435,573	453,000	4.0
Arkansas	1,854,482	1,872,000	.9
California	5,677,251	6,062,000	6.8
Colorado	1,035,791	1,052,000	1.6
Connecticut	1,606,903	1,646,000	2.4
Delaware	238,380	241,000	1.1
Dist. of Columbia	486,869	495,000	1.7
Florida	1,468,211	1,554,000	5.8
Georgia	2,908,506	2,911,000	.1
Idaho	445,032	447,000	.4
Illinois	7,630,654	7,826,000	2.6
Indiana	3,238,503	3,291,000	1.6
Iowa	2,470,939	2,482,000	.4
Kansas	1,880,999	1,900,000	1.0
Kentucky	2,614,589	2,648,000	1.3
Louisiana	2,101,593	2,153,000	2.4
Maine	797,423	802,000	.6
Maryland	1,631,526	1,663,000	1.9
Massachusetts	4,249,614	4,313,000	1.6
Michigan	4,842,325	5,043,000	4.1
Minnesota	2,563,953	2,594,000	1.2
Mississippi	2,009,821	2,047,000	1.8
Missouri	3,629,367	3,668,000	1.1
Montana	537,606	*537,606	--
Nebraska	1,377,963	1,392,000	1.0
Nevada	91,058	93,000	2.1
New Hampshire	465,293	469,000	.8
New Jersey	4,041,334	4,193,000	3.8
New Mexico	423,317	434,000	2.5
New York	12,588,066	12,965,000	3.0
North Carolina	3,170,276	3,275,000	3.3
North Dakota	680,845	687,000	.9
Ohio	6,646,697	6,798,000	2.3
Oklahoma	2,396,040	2,459,000	2.6
Oregon	953,786	983,000	3.1
Pennsylvania	9,631,350	9,787,000	1.6
Rhode Island	687,497	702,000	2.1
South Carolina	1,738,765	1,748,000	.5
South Dakota	692,849	702,000	1.3
Tennessee	2,616,556	2,664,000	1.8
Texas	5,824,715	6,023,000	3.4
Utah	507,847	518,000	2.0
Vermont	359,611	361,000	.4
Virginia	2,421,851	2,441,000	.8
Washington	1,563,396	1,599,000	2.3
West Virginia	1,729,205	1,774,000	2.6
Wisconsin	2,939,006	2,992,000	1.8
Wyoming	225,565	231,000	2.4
UNITED STATES	122,775,046	125,693,000	2.4

*Population April 1, 1930; decreased 1920 to 1930; no estimate made.

Buys Two Series

SCOTT HOWE BOWEN, Inc., New York, is reported from Los Angeles to have purchased two series of two-minute transcriptions from Richard Barrett, producer-distributor of Beverly Hills, Cal. One is Carl da Vidal's "Lucky Charms of China", reported purchased for Bost, Inc., New York (toothpaste), and the other is Edward C. Stodel's "Mystic Glove", reported purchased for Primrose House, New York (cosmetics). Merchandising angles include lucky tokens as giveaways. Recordings were produced in Hollywood, with four programs on each side of a disk.

Sears, Roebuck Stores Use Local Broadcasts, National Spot Account

SEARS, ROEBUCK and Co., while using broadcasting as a national advertising medium to a limited degree, leaves the matter of local advertising to the judgment of local store managers, many of whom sponsor radio programs though somewhat spasmodically. Radio is used particularly at the beginning of good selling seasons and in advertising anniversary and special sales, according to D. D. Richards, of the Sears, Roebuck and Co. advertising department. Some stores, however, have taken contracts for as much as 13 weeks, while in Toledo the branch store sponsors broadcasts of every baseball game played by the Toledo Club of the American Association.

Sears, Roebuck and Co. has broadcast regularly over WLS, Chicago, since it built and launched the station April 12, 1924. Even after the station was sold in 1928 to the PRAIRIE FARMER, the store retained time and now is on the air three hours weekly.

A half hour three days a week in the form of a home-maker's program is devoted principally to the mail order listeners, but on the other three days the six large retail stores in Chicago are exploited.

Another program of national appeal is a seasonal feature placed on selected stations throughout the country through the Ed H. Brown agency, Chicago. Entitled "Johnny Muskrat", the program carries talks on furs, trapping, the handling of skins, and daily fur market quotations. The reason for this program is that Sears, Roebuck and Co. buys almost any kind of fur from farmers and trappers at the full market price.

Wynn Net Still Dormant; Latest Date is August 1

THE DATE of the opening of Ed Wynn's Amalgamated Broadcasting System remains enshrouded in mystery although newest unofficial reports are to the effect that it will start by Aug. 1. The network originally was scheduled to begin operation Feb. 15, over a six-station hookup of locals from New York to Washington.

Ed Wynn is now in Hollywood making a movie. He has been succeeded on the Texaco program on NBC-WEAF network by his famed "uncle" and two new principals, Olaf, the Swedish caretaker of the Fire Chief's house, and Larry, juvenile mascot of the firehouse. Taylor Holmes is doing the uncle role, Gustave (Wamp) Carlson the Swedish comedian, and Larry Butler, 9, the mascot. Wynn expects to return to the Fire Chief program in the fall.

Seven Get Account

PHARMACRAFT Co., Louisville, Ky. (deodorant) has purchased two 50-word announcements weekly for 13 weeks on WFBM, Indianapolis; WHAS, Louisville; WKRC, Cincinnati; WBBM, Chicago; WMCA, New York; WKY, Oklahoma City; CKLW, Detroit.

Grocers Thrive as Radio Club Grows

Parents Patronize Independent Stores as Children Become Boosters; Two Merchandise Tie-ins Used

E. FRANKLIN BREWSTER
President, Brewster-Gordon Co.
Wholesale Grocers, Rochester N. Y.

Mr. Brewster

"HELLO, is this Mr. Iga?"

"Yes. This is Mr. Iga—and I'm due on the air in two minutes. What can I do for you?"

The voice at the other end of the wire shook a little, and something akin to a sob came to Mr. Iga's ears.

"Mr. Iga, I have a little boy who is sick. The doctors say he will die within three months. He needs a wheelchair, but I've spent all my money on doctors. Could you get him one?"

"A wheel-chair? Well, I'll most certainly try to get him one. Give me his name and address, please."

FOUR SCOTCH TERRIERS—They sold a carload of Balto Dog Food for Brewster-Gordon Co. in the Independent Grocers Alliance feature on WHAM, whose success story is recounted on this page by the enthusiastic head of the wholesale grocery company sponsoring the program.

Listeners Respond Quickly

TEN MINUTES later a wheelchair was on the way to that little boy's home. A radio listener offered the chair, another offered a truck to transport it. Three months later, to the day, the boy died. Mr. Iga furnished six bearers from IGA Boosters Club membership roster and presided at the funeral.

Mr. Iga could do that, because he is a clergyman, with a considerable flock of grown people to look after. And, as official head of the IGA Boosters Club, which holds a daily 15-minute meeting over WHAM, Rochester, he has some 25,000 youngsters to father and foster.

He's been doing that each day for more than a year, now, and there's hardly a person within the range of WHAM'S transmitter who doesn't know Mr. Iga. He has taken children to ball games, to the circus, to his Adirondack camp; he has given food and clothing, and has sent doctors to needy families; he has furnished transportation to old folks and crippled children; he has furnished white canes to blind people, puppies and kittens to youngsters, games and toys and jig-saw puzzles to hospital patients; he has taken his talented group of child radio stars to hospitals, homes for the aged, sanitaria, prisons and penitentiaries, and has staged shows that never will be forgotten.

Builds Up Sentiment

AND ALL the time, he has been building up sales for the 130 odd IGA Stores in the Rochester territory; he has preached the gospel of the independent merchant and has swung the patronage of hundreds of citizens to independent grocers; and he has imbued 25,000 children with the spirit of IGA; he has made them understand that the IGA grocer is their friend and has made them potential life-long customers of the Independent Grocers Alliance.

It came about very suddenly, this idea of Mr. Iga and the Boosters Club. Due to economic conditions, sales in IGA Stores were falling off. In consequence, the sales of Brewster, Gordon and Company, wholesalers to IGA Stores in the Rochester territory, were slipping in proportion. Something *had* to be done. A frantic public had not learned the difference between high and mediocre quality in foodstuffs. Low price was the only appeal that interested the grocery buyer; and low prices are not and cannot be consistent with the high quality that is a tradition with IGA.

Some means of putting this message across had to be found, and found quickly. Radio seemed to be the logical medium. So William Fay, general manager of WHAM, was called into conference and our problems were explained to him. He, in turn, called upon Wayne A. Shoemaker, devised the plan and wrote the first script. The following day, the Reverend John Dennis was selected to take the part of Mr. Iga, and the IGA Boosters Club was off to a flying start.

Children Respond Quickly

RESULTS were immediately apparent. The first day's mail brought more than 100 letters. Kids began to get acquainted with IGA Grocers, and to patronize their stores. Towns and villages began to form their own Boosters Clubs, each with its own officers and directors. Overnight, the campaign grew so large and so far-reaching that it exceeded our fondest hopes. Dealers took new hope. Sales began to climb, slowly but surely. And the IGA Boosters Club became an institution. Today, in one town of more than 5,000 inhabitants, 97 per cent of the kids belong to the club. And the 97 per cent who are members are out to make it a 100 per cent town!

Shortly after the program began on June 1, 1932, an audition was held at WHAM, and several boys and girls, none of them more than twelve years old, were selected to appear on the program. These included singers, dancers and instrumentalists — all highly talented. Fan mail began to pour in. Almost every letter brought a request for this or that child to play or sing a certain number.

Shows Outgrow Stores

THEN Mr. Iga began to put on Booster Club shows at the various stores. Whole towns turned out to see the youngsters they had heard on the air. After a few such shows, it became necessary to hire the largest halls in the villages to accommodate the crowds. And at every Boosters Club show a generous portion of the program was set aside for Mr. Iga to talk on the merits of IGA. People listened to it, and liked it, because they liked Mr. Iga for what he had done for their children. And the IGA Grocer reaped the harvest of publicity.

Simplicity and spontaneity are the keynotes of this program. Nobody — sometimes, not even Mr. Iga—knows what the next program will be. Children who visit the studio say "Hello" to mother and dad over the air. Puppies and kittens are given away over the air. Baseball players and traffic policemen assigned to the school safety squadron talk to the kids. And, on one memorable occasion, a real Indian chief stepped up to the microphone and talked to them for 12 minutes. We're still getting requests for him to return.

Merchandising Tieups

THERE ARE TWO merchandising tie-ups with the program, both of them quite simple, but highly productive. To become a full-fledged member of the IGA Boosters Club —and everybody, regardless of age, creed or sex, is eligible—one has but to cut 10 emblems from IGA labels and send them to Mr. Iga in care of WHAM. In return, a membership certificate, a membership card upon which is printed the Boosters Creed and a Boosters Club button are sent. At this writing, our youngest member is two weeks and two days old. Our oldest member is 97 years old.

The second tie-up is through the Story Lady, a young lady with a charming microphone presence, who tells the youngsters the story of a food product each week. Coffee, mayonnaise, salmon, chewing gum, matches, biscuit flour, tuna fish, chocolate, and many other food products have been discussed by the Story Lady. Her stories trace the history of the product and explain how it is prepared for the market. And mothers, fathers and kids listen and learn.

Each week the Story Lady offers five merchandise prizes for the best recipes using the particular product she is discussing. These recipes, of course, are sent in by mothers, and they must be accompanied by a label from the featured product. Thus, the parents, as well as the youngsters, are appealed to. And their response is most gratifying.

If every one of our Boosters lives to be a hundred, the Boosters Club and Mr. Iga will be remembered that long. Years hence, IGA Grocers in the Rochester territory will be cashing in on the efforts we have put into the IGA Boosters Club of today.

Does radio advertising pay? What can I say, other than yes!

Old Gold Renews

THAT an increase rather than a continued letdown in cigarette sponsors may be expected this autumn is indicated by the 26-week renewal of P. Lorillard Company's (Old Gold) program with Fred Waring's Pennsylvanians, Mandy Lou and David Ross by CBS, effective from Aug. 9. Seventy-seven stations are included in the hookup, Wednesdays, 9-9:30 p.m., EST. All programs are to be broadcast from Carnegie Hall, which seats 3,000. Lennen & Mitchell, Inc., New York, handles account. CBS also recently renewed its Chesterfield program with Lou Holtz and Grace Moore for one year.

Frigidaire Drive On

FRIGIDAIRE'S most comprehensive midyear selling campaign in its history got under way July 14 when the refrigeration and air conditioning subsidiary of General Motors went on the air over 54 CBS stations in a 13-period campaign that also includes copy in 500 newspapers, in magazines and on billboards. Radio program features Jane Froman, Howard Marsh and Jacques Renard's orchestra, Wednesdays and Fridays, 9:30-9:45 p.m., EST, with the "Four Snow Queens" singing the new Frigidaire theme song "The Dance of the Ice Cubes." The Geyer Co., Dayton, handles account.

Place Norge Account

NORGE Corp., Detroit (refrigerators) is placing one-minute transcriptions, in cooperation with local dealers, on stations throughout the country. Transcriptions are produced by World Broadcasting System, but account is being handled and stations selected by Cramer-Krasselt Co., Milwaukee agency.

Advertisers Advised to Spend Tenth of Gains Since March 4

Rankin Urges Support for Roosevelt Boom, Predicts Big Fall Business for Radio

By WM. H. RANKIN
President, W. H. Rankin Co.
Advertising, New York-Chicago

Mr. Rankin

LAST INAUGURATION Day, Washington, D. C. became the center of finance and banking! On June 25 — Washington, D. C., became the center of business! And, on July 3, when President Roosevelt sent that fine "declaration of independence" to the London Conference, Washington became the center of world finance!

In three short months our President, with the help of Congress, passed more good legislation to help this country return to prosperity than had been done in any other twelve months during the past fifteen years. Now it is up to each city, county and state to do its part in the National Recovery program.

Tribute to "Brain Trust"

THE PRESIDENT has an uncanny way of doing and saying the right thing at the right time, in the right place. He has a way, too, of surrounding himself with excellent advisors and good secretaries! Some may try to poke fun at the "Brain Trust", but to date its score is nearly 100 per cent. I believe this is because the President listens to many, many kinds of men on all subjects, and the net result is good, wholesome, balanced decisions and plans.

On the radio the President is superb! He does not speak often, but when he does he gathers the whole nation at its fireside to "tune-in." He captured the whole country with his Inaugural Address. He won the hearts of the nation with his simple explanation of the complicated machinery of banking.

The President's selection of Brig. Gen. Hugh S. Johnson as the administrator of the Industrial Recovery Act is most satisfactory. He will play one of the most important parts in the business recovery now well under way!

History Since March 4

WHAT HAS happened since March 4?

The cash value of stocks, bonds and mortgages has increased more than $16,000,000,000. The prices paid farmers for wheat, corn, oats, hogs and livestock have doubled in less than three months, the increased value to the farmer is over one billion dollars. Bank deposits and the number of depositors in banks are both in excess of the highest peak of 1929.

People do not buy when prices are going down. They keep their money in the bank or under the mattress—for a rainy day. They do buy on a rising market. That's exactly what they are doing now, but advertising is needed to stimulate this buying! Go into almost any kind of a store and they will tell you that the demand for goods has been accelerated. People are buying with confidence. They are buying their needs—and some are anticipating their requirements six months ahead.

One billion dollars of this fine increase in valuation could well be spent in advertising to insure these increases being maintained or doubled during the next year. This one billion dollars would pay the advertising bill of the nation. Wise advertisers, whose stocks and bonds have greatly increased in value because of the election of President Roosevelt and the wise measures he has inaugurated, should spend at least 10 per cent of that increase to support and increase the buying of our 120,000,000 people—and, by doing so, they would help, most generously, not only their own business but President Roosevelt's Administration as well.

This increase of over $17,000,000,000 in the cash value of stocks, bonds and in the carry over of wheat, corn and other agricultural products is three-quarters of our national debt of $22,000,000,000. And, before the year is out, the increase, I am sure, will equal the total of our national debt. Is it any wonder that business, big and small, is thankful to President Roosevelt?

The eastern manager of the CHICAGO TRIBUNE told me recently the paper's local and national advertising lineage for June was over 250,000 lines ahead of a year ago and that the whole central western territory is in a buying mood, with business excellent.

The Century of Progress World's Fair is the Success of the Century. The all-time world's fair daily attendance was broken last Saturday when over 200,000 were admitted.

Nets Face Full Schedules

GEORGE F. McCLELLAND, NBC sales vice president, told me that nearly every old customer has signed for as much or more time on the air starting in September and that new customers will take the remaining time. There will be a waiting list for time on both NBC and CBS after September 1. Commercial broadcasting was the last to feel the depression and the first to recover. Commercial broadcasting has stood the test. Some of the envious "tolled the death knell" of commercial broadcasting during the past six months, but they reckoned without their host.

Advertisers now know, as I pointed out some 10 years ago, that commercial radio broadcasting is the "Personal Voice" of advertising. It can be made to double the value of all other forms of the manufacturer's advertising. In the hands of experienced advertising men, the commercial part of any program can be made to sell goods direct to the family in the homes at a cost that compares most favorably with results in sales produced by any other form of advertising. These results can be accomplished through broadcasting over local stations, over the networks or through the use of the latest improved electrical transcriptions —all of which were used to help President Roosevelt.

I believe it was the difference in quality of what was said by President Roosevelt, James A. Farley and their able staff and associates in broadcasting before the election that made the people of this country give President Roosevelt such a decided preference and such a large majority on election day.

Piracy, Racketeering, Border Stations Threaten Pacific Coast Broadcasters

Panama Ship Transmitter Points to Newest Menace; Blackmail Feared Unless Industry Offers Aid

By L. W. McDOWELL
Assistant General Manager
KFOX, Long Beach, Cal.

Mr. McDowell

THE LATEST menace to affect west coast broadcasters is the serious situation created by the combined forces of Mexican stations and broadcasters who operate on foreign licenses from ships anchored off the California coast, taking whatever wave lengths they desire.

Although the channels taken by the Mexican stations have not been those used by any of Pacific coast stations, considerable interference has been created. However, the most serious menace is a pirate broadcaster licensed by the Republic of Panama and operating from a ship plying off the coast. This menace lies in the fact that these ship stations may operate on any frequency they choose, without regard to local broadcast stations or to the frequency separation found desirable by American radio for proper reception.

[Editor's Note—Official advices in Washington are that, since the publication of the story in BROADCASTING calling attention to the Panama ship broadcaster, the State Department has asked the Panama government to investigate and Panama has withdrawn the ship's registry under its flag.]

For some time broadcasters have been making a concerted effort to combat the Mexican station interference. The piracy problem threatens broadcasters with chaos similar to that which existed prior to enactment of the 1927 radio law. The intervention of the State Department in behalf of broadcasters can be effective only in so far as the United States has influence with the foreign countries.

Broadcasters on the west coast threatened with the possibility that such radio pirates, as the one licensed by Panama, may be licensed by a government not recognized by the United States.

And, as though piracy were not enough, the racketeer now threatens to enter the field with a cleverly laid plan of blackmail. It has been rumored in the past few days that one of these racketeers is now preparing to build a station of sufficient power to distort completely any of the Pacific coast stations, while operating with a foreign license from a ship plying a legal distance off the California coast.

In calling the attention of broadcasters in general to our local situation, it is my sincere hope that it may point out just one more reason for a closer organization of broadcasters with sufficient authority to bring about more immediate settlement of radio problems.

Outlaw Ship Broadcasts Still Worry West Coast

THOUGH its "permanent" Panama registry was cancelled by the Panama government after protests by the State Department, the steamer *City of Panama*, which has been carrying a "floating" broadcasting station during its "cruises to nowhere" out of Santa Monica, Cal., was still operating early in July and its radio station, RXKR, was still broadcasting with about 1 kw. on 815 kc. According to the Los Angeles correspondent of BROADCASTING, the operators of the ship claim they still have a "temporary" registry of three to six months. The matter has been referred again to the State Department at Washington, various Pacific coast stations protesting vigorously this "outlaw" competition.

The commercial manager of RXKR is W. C. Gilchrest, formerly with the W. L. Gleeson agency in Oakland and lately with Walter McCreery & Associates, Los Angeles.

College Drops Out

WOW, Omaha, secures full time and WCAJ, Lincoln, Neb., licensed to Nebraska Wesleyan University, goes off the air Aug. 1 by a decision of the Radio Commission June 11. WOW secures WCAJ's one-seventh time on 590 kc. under a purchase agreement between the Omaha station and the university station. Prof. J. C. Jensen, who once held a Hoover appointment to the Radio Commission but failed of Senate confirmation, has been director of WCAJ.

Plan Film Campaign

JACK COHN, vice president of Columbia Pictures Corp., announced before a meeting of the film company's executive and sales force in Atlantic City July 5 that programs on both the NBC and CBS networks are to be scheduled as part of the company's $500,000 advertising and promotion campaign of 1933-34.

Mexico May Base Wave Case on Area

16 or 18 Channels Would be Sought; Canada Content; New Mexican Rules Threaten Border Stations

ALTHOUGH the North American Radio Conference is still engrossed in technical studies preparatory to considering plans for redistributing broadcasting channels among nations of the continent, word emanates from Mexico City that Mexico probably will base its demands for exclusive channels upon area, which would mean a four to one distribution as between the United States and that nation. Canada, it is understood, is satisfied with its present facilities which it acquired through negotiations with this country in May of last year.

The conference convened July 10 with the customary exchange of courtesies and opening addresses by heads of the various delegations. Appointment of committees to consider various phases of the allocation and interference problems was the first order of business. Questions of allocations and of possible enlargement of the band either below or above the present broadcast band will not be taken up until after the committees have completed their deliberations. It is estimated variously that the conference will last from three weeks to two months.

MEXICO CITY BOUND—American delegates and observers are greeted at Cincinnati when their "radio special" stops over en route to the Mexico City conference. In the group, left to right, are Elmer H. Dressman, WCKY, Covington, Ky., one of the greeters; William G. H. Finch, Hearst radio service; Rep. Otis Schuyler Bland, delegate; Andrew D. Ring, Radio Commission engineer; Judge E. O. Sykes, delegation chairman; Lieut. E. K. Jett, Commission assistant chief engineer; Dr. C. B. Jolliffe, Commission chief engineer; Arthur J. Costigan, Radiomarine Corp. of America; L. B. Wilson, operator of WCKY, who greeted the group, and C. W. Horn, NBC general engineer.

Mexico's Reported Wants

IT IS ALSO indicated unofficially that Mexican radio authorities will express preference for channels in the band between 550 and 1500 kc., rather than for frequencies either above or below those limits. If the area ratio for division of wave lengths is finally broached, it would mean a demand from Mexico for some 16 or 18 channels, both exclusive and shared. In opening the conference, however, Mexico's chief of delegation, Fernando Coronado, indicated that his government is willing to waive some of its rights.

The majority of the Latin American countries were represented at the conference by their consular agents in Mexico City rather than by technical experts. It is not expected that they will be serious factors in the assignment of exclusive channels, but their potential power may repose in voting privileges. Should each Central American nation be accorded one vote, as against one vote each for the major powers, a problem of real proportions might be encountered. The vote question probably will be decided before the main sessions get under way and following the completion of committee deliberations.

Border Stations Threatened

IN A SURPRISE move, apparently timed for the eve of the opening of the conference, the Mexican government promulgated new broadcasting regulations, which may outlaw border stations operated and backed by Americans to serve audiences in the United States. The American delegation is prepared to demand elimination of such "renegade" stations as a condition precedent to the working out of any redistribution of wave lengths.

The new Mexican regulations provide for two classes of stations —commercial and educational. Commercial stations may be licensed to Mexicans or Mexican partnerships, with the license period not to exceed 50 years. The regulations stipulate also that stations shall be operated by Mexicans, either by birth or by naturalization, and that 80 per cent of all employes used in the installation, operating and management of stations shall be Mexicans.

5 Per Cent Tax Imposed

ADVERTISING rates must be approved by the Secretary of Communications and all commercial stations are to be taxed 5 per cent of their gross revenue by the government in addition to inspection fees ranging from 100 to 750 pesos monthly, depending upon size and power. (The peso is currently quoted at about 27 cents.)

Other new provisions specify that all programs must be in Spanish except where government permission is given to broadcast in other languages. Maintenance of foreign studios for Mexican stations is prohibited, and retransmission of programs is limited to instances where government approval has been secured.

The new regulations generally seem to strike at the operation of stations by such individuals as Dr. John R. Brinkley, deposed American broadcaster who now operates XER, at Villa Acuna, across from Del Rio, Tex., and Norman T. Baker, former Muscatine, Ia. broadcaster, who now operates XENT at Neuvo Laredo, across from Laredo, Tex. Both stations are of high power and have been assigned waves in between clear channels used by American and Canadian stations.

Hits Quack Advertising

THE REGULATIONS prohibit the advertising of medicines, as well as broadcasting of medical or health advice without previous authorization from the Health Ministry. Both Brinkley and Baker use their stations to advertise medical treatments and medicines to Americans.

Whether the regulations, in practice, will actually wipe out the border stations, remains to be seen. It was pointed out that both XER and XENT, as well as other border stations, are licensed to Mexican corporations, though their actual backers are Americans. The 50-year license term might also prove a boomerang should the present stations be construed as legitimate Mexican outlets by virtue of their Mexican corporations.

What effect, if any, the new regulations will have on the conference, and whether they will strengthen Mexico's hand in its quest for exclusive facilities is conjectural. A clear cut interpretation evidently will be sought by the American delegation before formal negotiations for a redistribution of channels begin. The regulations admittedly put a different aspect on the issues before the conference, since they may eliminate what was to be one of the focal issues.

Curtis on Hand

FORMER Vice President Curtis arrived in Mexico City July 6 as a representative for Brinkley and certain stockholders in Mexican stations with the evident purpose of safeguarding XER. He was received by the Mexican president and feted by other Mexican notables.

In his address at the opening session, Judge Sykes, chairman of the American delegation, emphasized the importance of reaching an agreement for a redistribution of channels. "Our difficulties", he said, "should not be as great as those that confronted the European broadcasting conference just concluded a short time ago in which an agreement was reached by the nations of Europe. Their problems were even more difficult than ours are, yet, realizing the importance of reaching an agreement in order that broadcasting might exist on that continent, the various differences of those nations were finally adjusted and an accord reached.

"Let it not be said of us that continental Europe with the vast intricacies of its problem was able to reach an agreement and North and Central America failed."

European Channel Allocation Drafted

Lucerne Plan Assigns Waves, Sets Station Power Limits

EUROPE'S new broadcasting allocation plan, worked out pursuant to the Madrid conference of last year, becomes effective Jan. 15, 1934, and provides for enlargement of the broadcasting spectrum to include waves in bands down to 150 kc., according to advices from abroad. Devised at Lucerne, Switzerland, during a conference which lasted from May 15 to June 19, the plan has been signed by 27 European countries, while seven others have not yet affixed their signatures but can become parties by acting prior to the effective date.

Follows U. S. Principles

SUPPLANTING the Prague Plan of several years ago, which simply allocated waves to the various countries, the new allocation assigns specific frequencies to each station involved. In general, engineering principles as to mileage separations, frequency tolerance and interference in force in the United States have been adopted.

The North American Radio Conference, now in session in Mexico City, also is being held pursuant to the Madrid conference, and the problems confronting it, along general lines, are similar to those that were considered at Lucerne. Broadcasters in the United States want a widening of the band into the long waves, such as was worked out in Europe.

Provides for 232 Stations

THE LUCERNE PLAN provides for 232 stations operating on 130 channels, of which 53 are exclusive and the remainder shared. By taking into account power, geographical separations and hours of operation, however, most of the shared waves are held to be virtually exclusive insofar as the service areas of individual stations are concerned.

Power limitations are an essential factor for the first time in European broadcasting. On frequencies below 300 kc. (band 150 to 300 kc. which is shared with mobile services) power is limited to 150 kw., except that the Moscow station using 500 kw. is permitted to continue with that power. On frequencies between 550 and 1,100 kc. power is limited to 100 kw., except for seven stations now using 120 kc.; between 1,100 and 1,250 kc. maximum power is 60 kw., and between 1,250 and 1,500 kc., 30 kw. The power of stations on national common waves is limited to 5 kw.; on international common waves to 2 kw. and on local waves to 200 watts.

Mystery Play Used To Arouse Interest In Home Building

WBAL Changes Commercial Technique Successfully

ADVENTURE, romance, mystery —everybody loves them. That's human nature. So WBAL, Baltimore, inculcated these three types of entertainment in "The General Builds a House" broadcast every Thursday at 7 p.m., EST, and the dramatic program is proving to be an old-fashioned box-office attraction.

Building a home on the air is not a new venture in WBAL's studios. Last summer, the station inaugurated among eastern broadcasters this novel type of feature under the title the "House that Jack Built". That program, which ran for 16 consecutive weeks, created "Sally and Jack", a smart young married couple who decided to build a home of their own. The weekly broadcasts dramatized this couple's everyday experiences while building the house. So successful was this program that inquiries concerning it came to WBAL from as far away as Honolulu. When the completed house was placed on exhibition, thousands of listeners visited it. Officials of the Roland Park Company stated that "The House that Jack Built" attracted more visitors than any other exhibition house in that section. Within ten days the house was sold.

New Type of Program

THIS SUMMER, C. K. Wells, Jr., Inc. decided to build a model house at Pinehurst, a suburban section on Charles - St. - Avenue extended in Baltimore, and enlisted Purnell H. Could, WBAL's commercial representative, who originated the idea for "The House that Jack Built".

However, this season an entirely different type of dramatic program is being used. Broughton Tall, Baltimore playwright and supervisor of WBAL's literary research department, suggested "The General Builds a House", and the WBAL Players were organized to present it.

"The General Builds a House" is really a play within a play. The General relates a story which is dramatized as he tells it to his old buddy, Lieutenant Bob Carter. Most of the scenes are laid in a desolate seaside hotel, the proprietor of which, Col. Colston, is a man of mystery. A band of crooks, who, posing as "Lord Downhurst" and "Lady Cliveden", have lured a lovely young Russian, "Mlle. Markov", to the hotel, plan to present her as Princess Anastasia, daughter of the late Czar, for whom an award of $100,000 has been offered. The action centers around this plot, while the strange disappearance of a former guest at the hotel offers additional interest.

An Able Cast

THE WBAL Players are directed by Evelyn Quinn, a former Broadway star, who also has a leading role. The General is played by Edwin Tunis, a member of the Vagabonds, America's oldest little theatre group. Others in the cast include David N. Finck, dramatic director of the Baltimore Y. M. H. A., Cyrus Pinkham and Francis Swann, all of whom have also been recruited from the Vagabonds, and Leopold Proser, formerly with the British Broadcasting Company.

As this mystery drama unfolds from week to week, WBAL listeners are also kept informed as to the progress on the General's magic house in Pinehurst. The program will be on the air all summer. On June 8 ground for this magic house was broken by Frederick R. Huber, director of WBAL, while the first installment of the radio mystery was presented that evening.

The sponsors for this series of broadcasts include C. K. Wells, Jr. Inc. prominent Baltimore builder; the Boxwood Land Co., developers of Pinehurst; the General Electric Co., and other sub-contractors engaged in constructing the General's house.

"THE GENERAL" STARTS TO BUILD—Breaking ground for the suburban home being built in connection with a mystery series over WBAL, Baltimore. Left to right are: Frederick R. Huber, director of WBAL; C. K. Wells, Jr., architect; Purnell H. Gould, WBAL commercial manager; Broughton Tall, author of the radio series; Gustav Klemm, WBAL program supervisor; C. K. Wells, Sr., and Philip E. Lamb, head of the land development.

IF AT FIRST, YOU DON'T SUCCEED—

Skelly Oil Co. Tries Broadcast Advertising Again, via Transcriptions and Sets Records

BROADCAST advertising should not be shunned merely because an advertiser's first trial of the medium is unsuccessful.

Of this the Skelly Oil Company, Kansas City, Mo., is now convinced because of the success of its second experiment after an apparent first-time failure. Adopting "The Air Adventures of Jimmie Allen", a 15 - minute World Broadcasting System transcription of aviation stories, the Skelly Company made a test in Kansas City, Denver and Tulsa on a five-day-weekly basis.

Seven weeks trial brought such good results that six other cities were added, giving the sponsor coverage in the eleven states in which Skelly products are sold: Minneapolis, St. Louis, Lincoln, Davenport - Des Moines, Wichita and Milwaukee.

Merchandising Campaign

MUCH of the success of the second venture may be credited to the merchandising campaign, which included the formation of Jimmie Allen Flying Clubs, distribution of "How to Fly" charts, model airplane premiums, and the furnishing of plans for constructing twenty model aircraft racers to be entered in contests sponsored by chambers of commerce in the Skelly territory. Winners, with one of their parents, are to be taken by plane to the Century of Progress Exposition, Chicago, with all expenses paid.

Here is the evidence of sales as a result of this campaign, even in the early moments of the broadcasts.

No "sales hook" or "give-aways" could be employed, owing to the code of ethics adopted by the large oil producers. No inducement to buy gas or oil could be offered, so the aim was to send gas and oil users to the Skelly stations where Skelly service and products are offered.

To test the audiences in Kansas City, Denver and Tulsa, a preliminary offer of a jig-saw puzzle, picturing the Kansas City Airport with "Jimmie Allen" and "Speed Robertson" climbing into "Speed's" Blue Bird Racer, was broadcast for five successive days. Those who sent the address of the nearest Skelly station were given an order to pick up their jig-saw puzzle at the station named.

Response Sets Record

THE RETURNS broke all broadcast records for the Kansas City, Denver and Tulsa stations. Some of 16,000 letters were received at Kansas City alone.

Later the Jimmie Allen Flying Club idea was introduced and applicants were requested to go with their parents (who were required to countersign the application) to Skelly stations and obtain their applications. The Kansas City station received 8,000 applications within five days, and Skelly stations reported that six to seven out of every ten who drove up to get applications purchased gas or oil purely as a goodwill gesture.

The Kansas City Skelly stations reported the biggest business in April ever enjoyed in any one month, though gas and oil sales in April are usually 25 per cent less than the peak months. May sales were above April's record.

Skelly before this broadcast had just completed a most successful newspaper campaign effecting a 40 per cent increase in sales, and the problem was to maintain this high level. The broadcasts were started during the bank moratorium period, yet in the broadcast areas, the new 40 per cent level was exceeded whereas sales in other areas responded to seasonal declines.

It is yet too early to determine the full results of this radio campaign, yet judging from the enthusiastic reversal of attitude toward radio on the part of Skelly officials and their expressions as to results thus far obtained, it is reasonable to assume that this company has discovered in the World System, an effective, economical, and safe means of using radio as "controlled broadcasting."

Pettey on Tour

HERBERT L. PETTEY, secretary of the Radio Commission, left Washington July 9 for a month's inspection of the Commission's field activities. Mr. Pettey's itinerary called for stops at Chicago, July 10; Grand Island, Neb., July 11; Seattle, July 14, where he was to join Commissioner Lafount, also on an inspection of the fifth zone; Portland, July 16; Sacramento, July 19; San Francisco, July 19-22; Los Angeles, July 23; Denver, July 28; Kansas City, Aug. 1; St. Louis, Aug. 5, and Washington, Aug. 7.

CKGW Now CRCT

CALL LETTERS of the former CKGW, Toronto, formerly owned by Gooderham & Worts, Ltd. but recently leased to the Canadian Broadcasting Commission, have been changed to CRCT. Station operates on the 840 kc. Canadian exclusive clear channel with 5,000 watts and takes NBC programs. It is the fourth station to be acquired by the Canadian Commission, the others being CRCA, Moncton, N. B.; CRCO, Ottawa, and CRCV, Vancouver. The latter three were purchased from the Canadian National Railways.

WHAM Boosts Pay

A GENERAL salary increase of approximately 12 per cent was ordered at WHAM, Rochester, July 1, benefitting the station's 29 employes. Ordered by W. M. Angle, vice president and secretary of the Stromberg-Carlson Co., which owns and operates WHAM, the increase offsets a reduction ordered some time ago. Mr. Angle said that "our business is beginning to show improvement."

Net-Station Relations, Standard Sales Practices Urged as NAB Meet Topics

Commercial Section Also Indorses Audit Bureau; Program Clearing House Plan Approved

PROPOSALS that "across the table" discussions of rate problems existing between networks and their affiliated stations be engaged in simultaneously with the annual NAB convention at White Sulphur Springs, W. Va., Oct. 8-11, are being fostered by a group of network-affiliated stations following consideration of such a plan at the NAB commercial section meeting in Grand Rapids on June 27.

Steps were taken at the Grand Rapids meeting for the appointment of a committee, which would operate wholly apart from the NAB, to make arrangements for the meetings between NBC and its affiliates in their various classifications and between CBS and its affiliates. It was made clear during the discussion, however, that the network-station deliberations, should they materialize, will in no wise be connected with activities of the NAB, which adheres to the unwritten policy that such matters fall within the scope of contractural relations between two groups of the industry and do not constitute a problem to be settled by the NAB itself.

Carpenter Takes Lead

APPOINTMENT of the committee to formulate arrangements is in the hands of H. K. Carpenter, WPTF, Raleigh, N. C., chairman of the commercial section. The motion for the appointment of such a committee was made by John F. Patt, WGAR, Cleveland, who originally raised the question of network-station rate relationships. It was seconded by Harry Howlett, WHK, Cleveland.

The network issue was raised after the commercial section had adopted a resolution authorizing the appointment of a committee of three to study station relations with advertising agencies and special representatives, another controversial problem because of conflicts between so-called brokers and exclusive representatives. Efforts to have the network issue injected into this study proved futile, but the motion for a committee to arrange details for separate meetings was carried.

Other Surveys Indorsed

DURING a day devoted to full and free discussion of commercial aspects of station operation, the commercial section adopted several resolutions which are destined for consideration at White Sulphur Springs. In addition to the resolution on representation, which provides for submission of definite recommendations at the annual convention, the section adopted a motion to appoint a committee of three to study standardization of units of sale and associated practices and to make specific recommendations; a resolution authorizing a committee to investigate the scope of merchandising services which might properly be rendered by stations, and a motion that steps be taken to set up a radio audit bureau to standardize practices of measurement of station coverage. The latter action conforms in part with the stand recently taken by the A.A.A.A. approving coverage surveys as a fundamental guide to service of stations.

The section also approved creation of a clearing house for program scripts and program ideas in accordance with recommendations of the NAB program committee and the collection of business facts and trade statistics by the NAB. Both of these activities have been launched under the direction of Philip G. Loucks, NAB managing director. It was made clear that both projects would be abandoned if they are not accorded full support.

WFIW Louisville Move Blocked by Injunction; WOQ Gets Stay Order

REMOVAL of WFIW, Hopkinsville, Ky., into Louisville, authorized by the Radio Commission in June, was balked July 10 when WLAP and WHAS, both of Louisville, secured stay orders enjoining the move until the Court of Appeals of the District of Columbia can review the case. WLAP, unsuccessful contender before the Commission for the facilities of WFIW while WFIW sought at the same hearing to move into Louisville, contended the Commission's decision was "arbitrary and capricious" and not borne out by the evidence, while WHAS contended it was not given due notice of the hearing as an interested party.

Both WLAP and WHAS asserted that moving WFIW would hurt their business, requiring the division of available commercial support three ways when there is hardly enough at present for two stations. WFIW, licensed to Acme Mills, is understood to be under $100,000 purchase option until Jan. 1, 1934, to W. E. Vogelback, Chicago, operator of WKBF, Indianapolis, contingent upon the removal.

Paul M. Segal represented WLAP and Swager Sherley represented WHAS in the two appeals.

The Court of Appeals also granted a stay order to WOQ, Kansas City, restraining the Commission from carrying out its decision ordering it off the air and its two-sevenths time allotted to KFH, Wichita. Neither the WLAP-WHAS nor the WOQ petition was opposed by the Commission.

INCREASE in power from 500 watts night and 1 kw. day to 1 kw. night and 2½ kw. day was granted WSAI, Cincinnati, by the Radio Commission June 30, without the formality of a hearing. The station also was authorized to make changes in its equipment.

Radio Again Wins

THE RADIO vs. the press issue was taken to the baseball diamond in New York City, June 19, and the former emerged victorious with a score of 12 to 8. The contest was between the City Hall Reporters' nine and a group of radio personalities. Mayor O'Brien tossed the first ball. Both teams had "ringers", the radio group using Sheriff Joseph Higgins in the right field and including in its lineup John Elwood, Joe Fasio, Lee Sulvey, George Friob, Hesterberg and John Haggerty.

Kaltenborn Honored

IN LONDON to broadcast from the world economic conference for CBS, H. V. Kaltenborn, veteran radio commentator, has been invited by the Secretariat of the League of Nations to spend several weeks in Geneva in August or September to advise the League on broadcasting matters. The League operates one of the most powerful short-wave broadcasting stations in Europe and wants to use it more extensively for broadcasting its proceedings.

WDSU Enjoined on News

HOLDING that newspapers are entitled to "full protection of their news for a 24 hour period", Judge Gleason of civil district court in New Orleans on June 29 granted an injunction to prevent WDSU of that city from broadcasting news taken from the three local newspapers which brought the suit. Counsel for Joseph Uhalt, operator of WDSU, contended that it had paid for the newspapers and did not deny the primary allegation against the station. The newspapers stated in their brief that they had invited all New Orleans stations to desist from broadcasting "lifted" news but that WDSU alone failed to enter the agreement.

WHOM Protests

PROTEST against granting WJSV, Alexandria, Va., authority to use a directional antenna to avoid interference with the Naval Research Laboratory, at Bellevue, D. C., was filed with the Radio Commission July 12 by WHOM, Jersey City. The station, which operates on 1450 kc., or 10 kc. removed from WJSV's 1460 kc. channel, claims that the directional antenna lays down a strong signal causing serious interference in its service area, and asks that the case be designated for hearing.

SUCCESSFUL RADIO SALES EXPERIENCE

earned in ten years of prominent and practical association with radio

FOR SALE

THIS man is one of the pioneers of radio. He is *still* a pioneer of radio, actively participating in every forward step of progress.

He has ideas gained from five years' experience as director of a prominent midwest station. He has a record of increasing business as commercial manager of another outstanding midwest station and is now in his fifth year there.

He has created business with workable ideas — Attracted business through valuable contacts — Sold business through pleasing, forceful presentation.

He has a background of theatrical newspaper and advertising work. He enjoys personal contact with the outstanding personalities of radio. He has been the man behind the scenes of many a success. He has been the discoverer of prominent radio artists — including several whose names have since become household bywords.

He has fought his way to the top through a decade seething with constant change. He has kept vitally enthusiastic — re-charging himself constantly through a never-failing faith in radio. He has maintained an outlook which is fresh—yet seasoned.

THIS MAN KNOWS RADIO

He is desirous of making a change. If you are interested, do not hesitate to write or wire. His present associates know of this advertisement.

10 YEARS RADIO EXPERIENCE
5 Years Director Prominent Midwest Radio Station.
5 Successful Years—Present Position.

WRITE or WIRE
Box 102, in care of *Broadcasting*.
All communications treated with strictest confidence.

RADIO IN C

WLW the most widely heard statio t

WSAI are owned and operated by th os

receiving sets which give the listener ideal rec on

WKRC, ably directed by the natio y

listening audience --- gathered by its unusu d

WFBE is receiving special recognitio r i

We of WCKY, their neighbors, are happy be

of Cincinnati as one of the outstanding radio ters

CINCINNATI!

on these United States, and its little brother ---

the osley Radio Corporation, manufacturers of fine

ece on.

ion y known Eugene S Mittendorf --- has a large

ua nd carefully selected programs.

or its distinctive sport and other local features.

by be playing a part with them in the development

o ters in America.

L. B. WILSON

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Time to Decide

HOW MUCH "circulation" does a station have to sell, and how should it be sold? These questions, reasons for much head-scratching among broadcasters, advertising agencies and advertisers, and of bitter conflict among the several species of station representatives, are headed for some sort of solution at the NAB convention at White Sulphur Springs this October. The question of station coverage, and how much of a market a particular station can sell an advertiser, has been bandied about for several years by advertising agencies and stations. The A. A. A. A. at its last convention, held that technical coverage surveys are a fundamental guide to the service of stations. The NAB now is on record favoring the creation of a radio audit bureau to standardize practices of measurement.

The question of station representation, however, is relatively new and extremely complex. Many stations have protested the payment of double commissions for business placed through brokers. Agencies, many of them unfamiliar with or lukewarm toward the development of spot programs, apparently prefer to deal with exclusive station representatives rather than through general representatives or brokers.

Exclusive representation, of the character used by newspapers and magazines, recently made its debut in radio, with more than a score of stations aligned with one firm. General representatives and brokers naturally are chafing over their loss of business and the refusal of exclusively-represented stations to pay commissions to them for placement of spot campaigns.

At the NAB convention detailed reports on both these matters will be presented for consideration and solution. Both should be settled in order that the business of broadcasting may be placed on a par with other competitive advertising media in showing what it has to sell and through what channels it prefers to handle its wares.

A New Nemesis

STATIONS which indulge in rate-chiseling and the acceptance of business on a per inquiry or commission basis now face a new nemesis—the Federal Radio Commission. The Commission is paying more and more attention to the economic side of broadcasting. In several recent cases its examiners have cited failure to adhere to regular rates as grounds for punitive action against stations.

BROADCASTING has depreciated rate-chiseling and the per inquiry racket editorially from our inception. The NAB commercial section at its meeting in Grand Rapids adopted a resolution condemning the practices as against the public interest and against the best interests of broadcasting. It held, rightly, that per inquiry business is unfair to legitimate advertisers paying card rates.

No station can accept such business and feel safe. The industry is on record against it. And the Radio Commission now has ample precedent to consider rate-chiseling as against the public interest in considering the applications of all stations for license renewals.

WHAT irony that the former Vice President of the United States should go to the Mexico City radio conference as lawyer, observer or whatever-he-may-prefer-to-style-it for a broadcaster discredited by his own government's radio officials!

Sauce for the Goose

AND NOW they even wax sarcastic! We quote from a form letter to stations over the signature of F. R. Steel, radio director of Princess Pat, Ltd., Chicago (cosmetics), a radio advertiser which apparently buys time at card rates where it must but works the per inquiry game where it can:

> "We have written you a number of letters with regard to the possibility of using your station on the Princess Pat Radio Broadcast campaign. So far we have had no answer. It may be that your station is carrying so much broadcasting that you have no time to sell. If this is the case will you not kindly let us know so that we will not be wasting our time writing to you."

The letter goes on to recount how over 100 stations have obtained "good programs and a continuing income from time otherwise not sold." This per inquiry scheme is all the more audacious inasmuch as Princess Pat has used network and spot time at full rates—getting its due benefit from radio like any other substantial advertiser. There is no need to expound again the futility of per inquiry accounts; even if a station can get as good or better a return on contingent contracts as on card rate time sales, how can it justify its card at all to its other local and national advertisers?

Times are getting better, and the prospects of improved broadcasting business ought to be impelling enough to constrain every self-respecting broadcaster to spurn contingent accounts. By far the majority of the recognized higher grade stations are doing so. When all fall in line, there will be no other alternative for these per inquiry advertisers, who apparently believe strongly in radio advertising, but to pay regular rates.

The RADIO BOOK SHELF

A SPLENDID example of the pitfalls to be avoided in listener research is to be found in the "Report of a Research into the Attitudes and Habits of Radio Listeners", by Clifford Kirkpatrick, Ph.D., made in St. Paul, Minn., in 1932. The sample of the study is inadequate and unrepresentative. A total of 507 cases, gathered largely from the upper income groups, is employed as the basis for the studies. Too many questions are asked, and, in addition, many of the questions are psychologically unsound. The person interviewed is expected to respond to 44 different questions ranging from the type of program which he prefers, to matters such as the programs which he enjoyed most during the past twelve months, the names and *street* addresses of three advertisers which were announced over the radio, and whether during the past year the listener had selected his program more or less with the aid of printed data than during the preceding year (involving a memory of two years' duration). Other questions dependent entirely upon judgment and faulty memory detract from the value of the study. The organization of the report is cumbersome, and embraces so much unnecessary detail that the real value which it may have is often hidden. It is an object lesson in what happens when listener research is conducted without a sound appreciation of the basic principles and problems of radio broadcasting.—*Herman S. Hettinger, University of Pennsylvania.*

FOR A READY reference to broadcasting conditions prevailing in practically all the countries of the world, agencies and advertisers should have on their shelves "Radio Markets of the World," the biennial study just issued by the Electrical Equipment Division of the U. S. Department of Commerce. This book was the subject of an article in the Oct. 1 BROADCASTING. Compiled by Lawrence Batson, it lists, among other things, the broadcasting stations in all countries, conditions under which they operate, license fees paid by listeners, etc. Copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, at 10 cents, by referring to "Trade Promotion Series No. 135."

Industry Recovery

MANY executives of broadcasting and of related lines of activity have wondered about the possible effect of the administration's industrial recovery program upon the broadcasting industry. Interest has heightened because of the threat by Gen. Hugh S. Johnson, administrator, that unless recalcitrant industries file codes of fair competition and take voluntary steps to comply with the rigid law designed to eliminate unfair competition, boost wages and relieve unemployment, they will be brought in line by force.

Is broadcasting one of those non-cooperating industries? It appears not, since broadcasting stations are already licensed by a responsible government agency and operate solely by sufferance of Congress. Whether this fact relieves the industry of any obligation in coming in under the industrial recovery fold is conjectural. In any event, deep study is now being given the matter, through the NAB, which has diligently watched every phase of the Recovery Administration's activity.

We Pay Our Respects to—

Photo by W. B. Poynter

L. B. WILSON

ALMOST everybody in the business of broadcasting has wondered about WCKY, Covington, Ky., and its meteoric rise to radio fame. Virtually unknown nationally a few months ago, the station today stands out as one of the most progressive in the field. No longer is it merely "WCKY, Covington", but "WCKY, The Voice of Cincinnati", just across the Ohio River from that metropolis, and the station that is "doing the real job for the advertiser".

The answer is L. B. Wilson, president and general manager, the man who gave WCKY a personality. Although a relative newcomer to radio, he is one of Kentucky's outstanding business men, as well as a showman and theater operator of national repute. He took over active management of the station in November, 1931, to see what could be done about its heavy financial losses and lack of standing. In the span of a few months, he has introduced new principles of station operation, promotion and management that appear destined to have far-reaching effect upon the industry.

Aside from his ownership of WCKY, L. B. Wilson owns four local theaters, is chairman of Kentucky's second largest state bank, is president of a boiler factory, head of a toll-bridge company operating between Cincinnati and Covington, and has other extensive business interests in the two cities. A Republican politically, he is being strongly urged for the gubernatorial nomination two years hence by leaders of both parties who seek a keen business man to lead the commonwealth out of the financial morass.

L. B. Wilson was born in Covington on May 20, 1891, the youngest of seven children of Wes B. and Louise Miles Wilson. His father had long been prominent in Kentucky politics and for years was Kenton county clerk. His mother died at his birth, and his father passed away a few years later. Hansford Wilson, an elder brother, is a Broadway actor who created the original role of Lester in "Listen Lester". Another brother, Earl, was an all-around athlete at the U. S. Naval Academy, but died in 1910 from injuries sustained in a football game during his last year. During his six month illness, Earl was visited by many notables, including President Taft.

"L.B." is actually Wilson's first name. The initials stand for no other names. The "L" was his mother's first initial and the "B" his father's second initial, and he was christened with those initials only.

It was about 30 years ago that L. B. got his start in the show business as impressario for penny neighborhood shows. He always followed his brother Hansford's theatrical career with close interest. In 1912 he spent nine months in Europe with his brother, doing a turn on the stage himself as a song and dance man. Preferring the executive side of show business, however, he returned to Covington and became manager of a movie house at $12 per week while yet in his 'teens. To win a bet with his boss, the youthful manager staged a revue of his own with local talent and wrote two songs for it. The owner bet the youngster he couldn't get 7,000 people in the house during the week—an almost unbelievable attendance in those days. Vigorous advertising and promotion brought 7,000 and more to the boxoffice and the week showed a big profit.

Next, L. B. decided to quit the movie business, despite an offer of a raise to $20. He told his boss, however, that some day he would build Covington's biggest theater at the city's main intersection. The boss merely smiled.

Next he opened a cigar shop, which became a favorite gathering place for lawyers, judges, business and professional men. He immediately began running small ads regularly in the daily newspapers, with good-natured wisecracks about

(*Continued on page 26*)

PERSONAL NOTES

JUDGE E. O. SYKES and the American delegation to the North American broadcasting conference at Mexico City were entertained at the Missouri Athletic Club in St. Louis July 5 by J. L. Van Volkenburg, president of KMOX, and Graham L. Tevis, chief audio engineer, during a stopover there while en route to Mexico.

HENRY BELLOWS, CBS Washington vice president, has gone to Minneapolis to spend the summer with his family there.

HARRY HOWLETT, commercial manager of WHK, Cleveland, has been named to a committee of the Cleveland Advertising Club which has launched a "Come to Cleveland" campaign to attract summer visitors to that city.

SAM PICKARD, CBS station relations vice president, and Mrs. Pickard sailed July 5 on the S. S. Volendam for a two months' tour of Europe and Mediterranean ports.

ROBERT F. TIMM, Chicago advertising representative of the SHEBOYGAN (Wis.) PRESS, has been called to Sheboygan to direct the newspaper's radio station, WHBL, and to handle the newspaper's national advertising.

EARL GLUCK, former manager of WBT, Charlotte, has secured control of WSOC, Gastonia, N. C., which it is proposed to move into Charlotte.

BORN, to Benson Curtis, of the commercial staff of KFWB, Hollywood, and Mrs. Curtis, a boy, June 20.

ANEURIN BODYCOMBE has been appointed musical director of KDKA, Pittsburgh, by William S. Hedges, general manager.

C. R. LOCKMAN, formerly with the business office of the WALL STREET JOURNAL, New York, has joined KFAC, Los Angeles, as a salesman.

EARL STAUFFER, formerly of the Curtis Publishing Co., Philadelphia, has joined the commercial staff of WGAL, Lancaster, Pa.

BORN, to Tom Breneman, manager of KFAC-KFVD, Los Angeles, and Mrs. Breneman, a 6-pound son in June.

WALTER J. NEFF, director of sales promotion at WOR, Newark, has gone to Bermuda for a vacation with Mrs. Neff.

H. D. AINSLEE, with the sales force of the Freeman Lang sound studios, Hollywood, is spending July and August on a business trip in the northwest.

GUS MACK, appointed assistant manager and production chief of KMTR, Hollywood, in June, early in July became station manager.

LOWELL E. JACKSON, formerly sales manager of WIBO, Chicago, has joined the sales staff of KYW, Chicago.

BOB BROWN, director of the Wrigley "Myrt and Marge" production on CBS, leaves this month with Mrs. Brown and Myrtle Vail, originator of the show, for an extended cruise and tour to South America.

LOGAN (STEVE) TRUMBULL, publicity director of the CBS Chicago division, won the U. G. (Sport) Hermann sailing craft trophy for star class boats in the World's Fair Championship races on July 1, 2 and 4 on Lake Michigan.

PAUL WILSON, of the sales staff of the NBC Chicago division, and Miss Grace Brown, Chicago, were married June 17 in Chicago.

BOB BONIEL, member of the sales staff of WTMJ, Milwaukee, won the North Hills Country Club golf championship cup match July 2 near Milwaukee.

I. Z. BUCKWALTER, secretary-treasurer of the Mason-Dixon Radio Group, Inc., was host at a week-end gathering of managers of its five affiliated stations at South Mountain Manor, Wernersville, Pa., late in June. Attending were Clair R. McCollough, general manager; J. E. Mathiot, technical supervisor; D. R. Armstrong, controller; Victor C. Diehm, WAZL, Hazleton, Pa.; J. Gorham Walsh, WDEL-WILM, Wilmington; Robert Gulick, WORK, York, Pa., and Hines Hatchette, WGAL, Lancaster, Pa.

STEVE CISLER, program director of KSO, Des Moines, has resigned, and has been succeeded by E. G. Barrett.

DAVE COUGHLIN, formerly of KMOX, St. Louis, has been added to the sales staff of WQAM, Miami.

BEHIND THE MICROPHONE

BERT ARNOLD, announcer of WFLA, Clearwater, Fla., has been elected president of Clearwater Lions Club.

J. HOWARD DOYLE has been added to the announcing staff of WLW, Cincinnati.

ERNST STANZIOLA, organist and theater orchestra conductor, has been named musical director of WGAL, Lancaster, Pa.

WILLIAM A. FARREN, sports announcer, formerly of KDKA, Pittsburgh, has joined the staff of WAAM, Newark.

TOM FOY has returned to the continuity staff of WGN, Chicago, after a six months' leave of absence.

CARL FRITZ, announcer for WSUN, St. Petersburg, Fla., had the role of a southern colonel in a film produced by Kennedy Pictures in St. Petersburg recently.

THE PICKARD FAMILY, heard over NBC stations for the last five years, are broadcasting this summer over WGAL, Lancaster, Pa.

STERLING HOLLOWAY, featured on the Hi-Jinks at KFWB, Hollywood, will star in "Falling for Mazie", a Universal picture. Though he has appeared in many talkies, this will be his first featured comedy picture.

ART COOK, pioneer radio announcer, orchestra leader, and newspaper man, is now announcing at WSPD, Toledo.

BORN, a son to Russ Hodges, sports announcer, and Mrs. Hodges, and a girl to Harry Griffith, of the commercial department, and Mrs. Griffith, of WCKY, Covington, Ky.

JAMES DILLON, producer of musical comedies in San Francisco for the last two years, has been appointed drama coach at KGB, San Diego.

LLOYD G. (BUCKY) HARRIS, formerly production manager of WIBO, Chicago, has been added to the production staff of the NBC Chicago division.

NORMAN BARRY, former WIBO, Chicago, announcer, has joined the announcing staff of WBBM, Chicago.

BORN, to Vincent Pelletier, NBC Chicago announcer, and Mrs. Pelletier, a son, Edgar Vincent, July 5.

DICK MACAULEY is again a member of the continuity staff of KMOX, St. Louis, after an absence of three years while doing free lance network program writing in Chicago.

BORN, to Jerry Cady, producer at KFI-KECA, Los Angeles, and Mrs. Cady, a girl, Patsy Anne.

DON McNEIL, formerly of the team of Van and Don of the NBC Pacific coast studios, has been added to the announcing staff of the NBC Chicago division.

New WLS Advertisers are enjoying the same big results old advertisers are getting year after year!

New advertisers, in appreciable numbers, are constantly being attracted to WLS and experiencing the same satisfactory and profitable results that are being obtained by old WLS advertisers.

It is gratifying to WLS to procure such an ever increasing number of new accounts and then to perform so effectively for them that they renew their schedules time and time again. A new WLS record is being established in the high percentage of its advertisers, both old and new, carrying on right thru the Summer and early Fall.

Those using this medium know from actual experience that WLS provides intensive coverage in a responsive market at the most economical cost. They know that WLS enjoys a following and loyalty of its listeners unparalled in radio. Advertisers also know that the WLS audience places the utmost confidence in this station and the products, merchandise and services that are advertised over it.

There never was a better time than right now to start developing the vast farm and small town markets reached most effectively with WLS. Buying power is increasing day by day—take full advantage of the sales opportunities WLS offers.

We have prepared many effective and resultful plans and programs for WLS advertisers. Maybe we can develop just the right idea for you—when shall we talk it over?

50,000 Watts **WLS** 870 Kilocycles

THE PRAIRIE FARMER STATION

Burridge D. Butler, President — Glenn Snyder, Manager

1230 W. Washington Blvd.
CHICAGO

IN THE CONTROL ROOM

P. DeFORREST McKEEL of the broadcasting department of Westinghouse at Pittsburgh has been transferred to its new headquarters at Chicopee Falls, Mass., under Walter C. Evans, who recently moved to Chicopee from Pittsburgh to take charge. S. D. Gregory has also gone to Chicopee as assistant to Mr. Evans.

CARL CARRIER, control engineer at WFLA, Clearwater, Fla., has devised a monitor which indicates to the announcer on duty by means of a neon light that the broadcasting circuit is complete.

PHIL BLOOM, who quit radio after building and operating the old WHAX, Holyoke, Mass., to become a pharmacist, has joined the engineering staff of WSPD, Toledo.

J. W. HORTON, former chief engineer of General Radio Co., Cambridge, Mass., has become a research associate in the electrical engineering department of Massachusetts Institute of Technology.

Dr. H. D. Arnold

HAROLD DE FOREST ARNOLD, research director of the Bell Laboratories, noted for his improvements on the electronic tube in its application to telephony and radio, died at his home in Summit, N. J., July 9, of a heart attack. He was 49. Dr. Arnold was a student of Prof. Robert A. Millikan and was with the Bell System since 1911.

ERPI Court Rule May Affect Radio

POSSIBLE effects upon the broadcasting industry of the sweeping decision of the U. S. District Court at Wilmington, Del., in June, which is held to nullify the exclusive licensing arrangements for sound apparatus entered into by Electrical Research Products, Inc., with motion picture exhibitors, are being studied by the NAB in view of contracts held by many stations for use of Western Electric turntables.

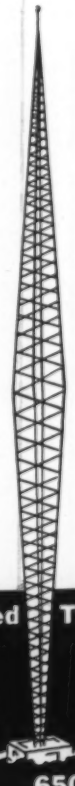
In the motion picture case, Judge Nields held that exhibitors can buy sound reproducing equipment in the open market, regardless of agreements with ERPI, and that motion picture producers holding ERPI licenses can sell their pictures to exhibitors not licensed to use Western Electric equipment. Arbitrary servicing fees for apparatus also were ruled out.

Contracts for turntables of a somewhat similar nature have been entered into with more than 100 stations by ERPI, it was pointed out at the NAB. ERPI, however, in many cases has reduced monthly rentals on turntables because of depressed business and the inability of stations to pay fees originally agreed upon.

CALL letters of KFLX, Galveston, Tex., have been changed to KLUF.

Local, national, big or little—you pay the same low rate for the same good spot on WSM's "full house" show.

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO ATLANTA SAN FRANCISCO



Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

Did you know—

That your program [on WPG] will SELL YOUR PRODUCT IN

- 20 cities in Connecticut
- 34 cities in Massachusetts
- 13 cities in New Hampshire
- 23 cities in Maine
- 6 cities in Rhode Island
- 22 cities in Florida

As well as in the local Atlantic City trading area.

All for the *local* rate! The "smartest buy" in radio is worth investigating. We will send you full details.

WPG 5,000 Watts

Operated by the Columbia Broadcasting System

Studios Located in the World's Largest Auditorium Directly on the Famous Boardwalk, Atlantic City, New Jersey

RADIO SALES, INC., 485 Madison Avenue, New York
410 North Michigan Avenue, Chicago

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WOR, Newark: H. J. Heinz Co., Pittsburgh (rice flakes), "Tarzan" series for five times weekly, 13 weeks, thru Maxon, Inc., Detroit; Kreml Hair Tonic, New York, weekly talk, 39 weeks, Nell Vinick, New York; Drezma, Inc., New York (face cream) weekly talk, 40 weeks, Nell Vinick, New York; Chrysler Corp., Detroit (Plymouth and DeSoto cars) 26 announcements, SHB; Crystal Chemical Co., Inc., New York (Z. B. T. talcum powder) 13 weeks, studio program, WBS; Remington Rand, Inc., New York (typewriters), six programs weekly, five weeks, B. B. D. & O.; Rumford Chemical Works, Rumford, R. I. (baking powder), twice weekly talks, 26 weeks, SHB; B. F. Goodrich Rubber Co., Detroit (tires), 3 announcements weekly, 5 weeks, Ruthrauff & Ryan, New York; E. R. Squibb & Sons, New York (drugs), gym classes six days weekly, 26 weeks, Hanff-Metzger, New York.

WBT, Charlotte, N. C.: Kerr Glass Co., Sab Springs, Ark. (canning jars), two announcements weekly, 13 weeks, thru Rogers-Gano Advertising Agency, Tulsa, Okla.; B. F. Goodrich Rubber Co., Akron (tires), 5-minute transcriptions, 5 times, thru Ruthrauff & Ryan, New York; Chrysler Sales Corp., Detroit (Plymouth cars), 5-minute transcriptions, 13 times, SHB; United Remedy Co., Chicago (acidine) 3 announcements weekly, one year, SHB, Chicago; Beech-Nut Packing Co., Canajoharie, N. Y., 3 announcements weekly, 13 weeks, McCann - Erickson, New York; Grunow Refrigerator Co., Chicago, 26 daily announcements, thru local dealer; Philadelphia Storage Battery Co., Philadelphia (Philco radios) three 15-minute programs weekly, 52 times, local distributor; Crosley Radio Co., Cincinnati (refrigerators) three announcements weekly, 26 times, local distributor.

WBBM, Chicago, reports renewing Charles H. Phillips Chemical Co., Glenbrook, Conn. (Phillips Dental Magnesia) for 15-minute programs 5 times weekly for 4 weeks from July 3, and for 13 weeks from Sept. 25; handled by Blackett - Sample - Hummert, Chicago. Ward Baking Co., New York, has renewed Mitzi Green in "Happy Landings" transcriptions, 26 times from July 19; handled by Joseph Katz Co., New York. Johnson & Johnson, New Brunswick, N. J. (medicated plasters) has renewed transcriptions of "Growin' Up" twice weekly for indefinite period from July 23; handled by J. P. Muler, New York, Neverrub Corp., Chicago (floor polish) is using 75-word announcements for indefinite period; handled by Philip Morris Advertising Co., Chicago.

ORANGE CRUSH Co., Chicago (beverage) has purchased time on 20 stations with two-minute transcriptions to run daily for 32 times, effective July 10. Stations include WOAI, San Antonio; WMC, Memphis; WHAS, Louisville; handled by J. Walter Thompson, Chicago.

WSPD, Toledo, O.: Watch Tower, New York, Judge Rutherford's talks via transcriptions, weekly for year; Chrysler Corp., Detroit, 3 musical transcription programs weekly, 13 times, SHB.

VEGETIZED FOODS, Burbank, Cal., is sponsoring a series of short dramatic productions of KTAB, San Francisco. Frank Wright and Associates, San Francisco, handles account.

KOMO, Seattle, Wash.: General Petroleum Corp., Los Angeles, transcriptions, thru Smith & Drum, Los Angeles; California Protective Diet League, Los Angeles (Kelfood), two 15-minute transcriptions weekly, 13 weeks, thru J. W. Eccleston, Jr., Los Angeles; Standard Oil Co. of California, San Francisco, 3 announcements daily for year, McCann-Erickson, San Francisco; Shell Oil Co., San Francisco, 6 announcements daily, two months, J. Walter Thompson, San Francisco; B. F. Goodrich Co., Akron (tires) ten 5-minute transcriptions, Ruthrauff & Ryan, New York; Chrysler Motors, Detroit (Plymouth and DeSoto cars) 26 5-minute transcriptions, Ruthrauff & Ryan, New York; Beech-Nut Packing Co., Canajoharie, N. Y., 3 announcements weekly, 13 weeks, McCann-Erickson, New York; Bulova Watch Co., New York, nightly time signals for year, thru the Biow Co., New York.

KJR, Seattle, Wash.: Signal Oil Co., Los Angeles, "Tarzan" transcriptions 3 times weekly for year, thru Logan & Stebbins, Los Angeles; United Remedies, New York (Kolar Bak shampoo) daily announcements for year, Heath-Seehof, New York; similar contract with same sponsor for another product, Acidine; Ball Brothers, Inc., Muncie, Ind. (mason jars) 5-minute talks daily on canning, 13 weeks, Applegate Advertising Agency, Muncie.

WNAC, Boston: H. J. Heinz Co., Pittsburgh, "Tarzan" transcriptions, Mondays to Fridays, inclusive, July 10 to Sept. 22, thru Maxon agency, Detroit; Chrysler Motor Co., Detroit (Plymouth and DeSoto cars) musical transcriptions 5 days weekly, June 19 to July 18, Sterling E. Getchell, New York; Menderth, Inc., Boston (garden fertilizer) talks on gardening, Sundays, July 2 to Aug. 27, Wood, Putnam and Wood, Boston.

WDBJ, Roanoke, Va.: Bost Too'hpaste Co., New York, 2-minute daily program, 26 times, thru Sheppperson-Birnie & Stevens, Richmond, Va.; Martin Gillett & Co., Baltimore (House of Lords tea) daily announcements, 26 times, direct.

WLS, Chicago, reports signing Dr. Salisbury's Laboratories, Charles City, Ia. (proprietaries) for 2 - minute announcements 3 days weekly from July 1 for indefinite period; handled by N. A, Winters, Des Moines. Association of American Soap and Glycerine Producers, New York (anti-freeze solution) has contracted for daily 50-word announcements to run 10 weeks, effective Oct. 2; handled by Newell-Emmett Co., New York. Reliance Mfg. Co., Chicago (Big Yank workshirts) has signed for three 5-minute periods for the week of July 10, and a half-hour show each Saturday night for 30 weeks effective July 15; handled by Carrol Dean Murphy, Chicago.

WMT, Waterloo, Ia.: Olo Soap Co., Beaver Dam, Wis., 13 daily announcements; Butternut Coffee Co., Omaha, 15-minute studio skit 3 times weekly, 60 times, thru Buchanan - Thomas, Omaha; Deckers, Mason City, Ia. (meat products), 12 announcements daily, two years; Forman Chemical Co. (cosmetics), 26 announcements; Omar Flour, Omaha, 15 minutes 3 times weekly, 26 weeks, Buchanan-Thomas, Omaha; Reducoids, San Francisco, 78 daily announcements; Sendol, Kansas City (medicine), announcements, Hogan Advertising Co., Kansas City; Watch Tower, New York, 15-minute transcriptions, 26 times.

GOLD DUST Corp., New York (cleansers) on June 29 renewed Jack Denny's orchestra and Jeannie Lang on WABC, New York, Fridays, 7:15-7:30 p.m., EDST. Batten, Barton, Durstine & Osborn, New York, handles account.

KING'S Brewing Co., Brooklyn, on Aug. 7 starts Fred Barren's orchestra and Charles Carlisie on WABC, New York, Mondays and Wednesdays, 7-7:15 p.m., EDST. Handled direct.

WMAQ, Chicago, reports renewal of Luxor, Ltd., Chicago (cosmetics) with half-hour dramatic shows Monday nights for indefinite period; handled by N. W. Ayer & Son, Chicago.

WBBM, Chicago, reports Hump Hair Pin Co., Chicago, has purchased daily 75-word announcements for 26 weeks; handled direct.

WINDOW ROUNDUP—To merchandise products advertised over its facilities, WRVA, Richmond, uses a window display in one of the largest stores in the shopping district. The display, arranged by C. T. Lucy, general manager of WRVA, is changed every two weeks, and shows products advertised both locally and on NBC.

NETWORK ACCOUNTS

ASSOCIATED FORD DEALERS in 13 cities, starting July 3, joined in a cooperative campaign to sponsor "Lum and Abner", successful WTAM feature for local Ford dealers, on WEAF, WFBR, WRC, WGY, WBEN and WTAM, Mondays - Thursdays, inclusive, 6:30-6:45 p.m., EST; WLW, same days, 6:45-7 p.m., EST; WENR, KSD, WOC-WHO, WKBF and WTMJ, same days, 10:15-10:30 p.m., EST. Following stations will also carry "Lum and Abner Sociable", Fridays, 9:30-10 p.m.: WEAF, WLIT, WFBR, WRC, WGY, WBEN, WTAM, KSD, WENR, WOC - WHO, WKBF and WTMJ. Critchfield & Co., Cleveland, handles account.

P. LORILLARD Co., New York (Old Gold) on Aug. 9 renews Fred Waring's Pennsylvanians and Mandy Lou on 77 CBS stations, Wednesdays, 9-9:30 p.m., EST, 26 weeks. Lennen & Mitchell, Inc., New York, handles account.

CARBORUNDUM Co., Niagara Falls, N. Y. (cleaning products) on Nov. 11 will resume with band and Indian folklore stories on 15 CBS stations, Saturday, 9:30-10 p.m. F. H. Greene, Buffalo, handles account.

TIDEWATER OIL SALES Co., New York, on July 3 renewed Dolph Martin's orchestra and the Travellers Quartet on 16 CBS stations, Mondays, Wednesdays and Fridays, 6:30 - 6:45 p.m., EST. Lennen & Mitchell, New York, handles account.

WYETH CHEMICAL Co., New York (toiletries) on Sept. 26 renews on 9 CBS stations, Tuesdays, Wednesdays and Thursdays, 6:45-7 p.m. Blackett-Sample-Hummert, New York, handles account.

AMERICAN HOME PRODUCING Corp., New York, on Sept. 24 starts program on 20 CBS stations, Sundays, 2-3 p.m. Blackett-Sample-Hummert, New York, handles account.

KOLYNOS SALES Co., Chicago (toothpaste) on Sept. 25 renews "Just Plain Bill" on 14 CBS stations, Mondays thru Fridays, 7:15-7:30 p.m. Blackett-Sample-Hummert, New York, handles account.

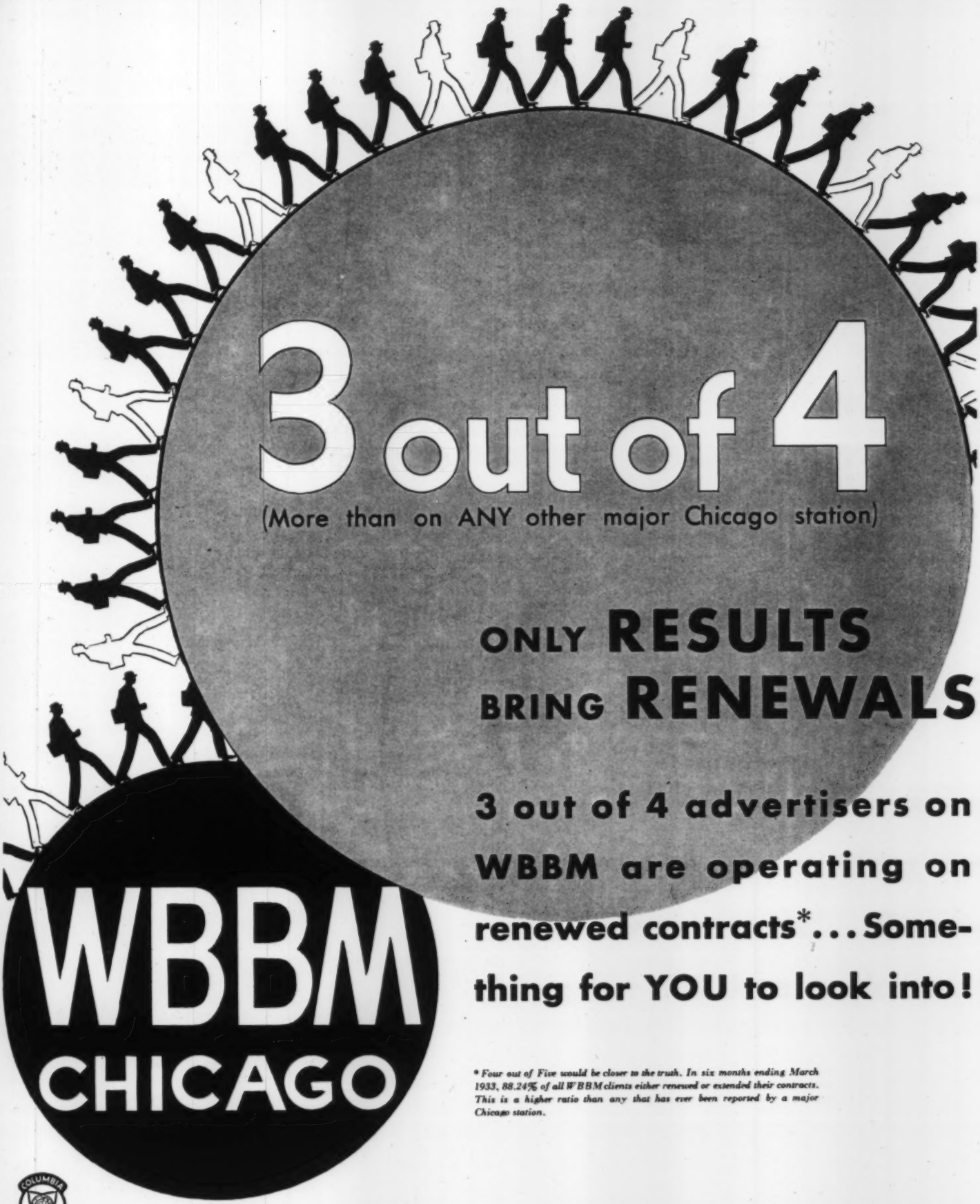
GENERAL FOODS Corp., New York, on Sept. 22 starts "All American Football Show", on basic CBS-Don Lee network and 10 supplementary CBS stations, Fridays, 9:30-10 p.m. Young & Rubicam, New York, handles account.

F. W. FITCH Co., Des Moines (Fitch shampoo) on Sept. 24 starts an undetermined program on NBC - WEAF network including WEEI, WTIC, WJAR, WTAG, WCSH, WFI - WLIT, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WJAQ, WHO-WOC, WOW, WDAF, Sundays, 7:45-8 p.m. L. W. Ramsey Co., Davenport, Ia., handles account.

LARUS & BROTHER Co., Richmond, Va. (Edgeworth tobacco) on July 5 renewed its "Corn Cob Pipe Club" on NBC - WEAF network, Wednesdays, 9-9:30 p.m., EST. Batten, Barton, Durstine & Osborn, New York, handles account.

GULF REFINING Co., Pittsburgh, has extended its Irvin S. Cobb series on CBS, Wednesdays and Fridays, 8-8:15 p.m., EST, until end of November, with renewal of Mr. Cobb's contract. Same sponsor is carrying Arthur Brisbane on NBC - WJZ network, with plans to return Will Rogers in the fall. Cecil, Warwick & Cecil, New York, handles both accounts.

GENERAL PETROLEUM Corp., Los Angeles, has started "Fun Frolic" or "The Biggest Little Show on the Air", 15-minute program five nights weekly on 8 Don Lee-CBS stations from KHJ. Smith & Drum, Los Angeles, handles account.


3 out of 4
(More than on ANY other major Chicago station)
ONLY RESULTS
BRING RENEWALS
3 out of 4 advertisers on WBBM are operating on renewed contracts*... Something for YOU to look into!
WBBM
CHICAGO

Four out of Five would be closer to the truth. In six months ending March 1933, 88.24% of all WBBM clients either renewed or extended their contracts. This is a higher ratio than any that has ever been reported by a major Chicago station.

WBBM—410 N. Michigan Avenue, Chicago..... or RADIO SALES, Inc., 485 Madison Ave., New York

CHICAGO KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM

ANDREW JERGENS Co., Cincinnati (Jergens lotion) on Sept. 3 will start Walter Winchell and orchestra over 17 NBC-WJZ stations, Sundays, 8:30-8:45 p.m., EST, with 11 more western stations added from Nov. 5 at 11:15-11:30 p.m. J. Walter Thompson Co., New York, handles account.

HAROLD F. RITCHIE & Co., New York (Scott's Emulsion) on Oct. 19 starts "Circus Days" by Courney Riley Cooper, over 13 NBC-WJZ stations, Thursdays and Fridays, 7:30-7:45 p.m., EST. N. W. Ayer & Son, New York, handles account.

RICHFIELD OIL Corp. of New York, New York, on Aug. 14 starts "Richfield Country Club" with Grantland Rice, Betty Barthell, male chorus and Jack Golden's orchestra, over 9 NBC-WJZ stations, Mondays, 6:30-7 p.m., EST.

TASTYEAST, Inc., Trenton, N. J., on July 10 started "Baby Rose Marie" on 7 NBC-WJZ stations, Mondays, 6:15-6:30 p.m., EST. Stack Goble Advertising Agency, Chicago, handles account.

COLGATE - PALMOLIVE - PEET Co. Chicago (Supersuds) on Aug. 1 renews "Clara, Lu and Em" over 32 NBC-WJZ stations, with WIOD added Nov. 1, Mondays to Fridays inclusive, 9:15-9:30 p.m., EST. Lord & Thomas, Chicago, handles account.

DURKEE FAMOUS FOODS, Inc., Berkeley, Cal. branch, on July 14 started Al Pearce and his Gang on the NBC-KGO network, plus KFSD, KTAR, KGIR and KGHL, Fridays, 2:45-3 p.m., PST. Leon Livingston, San Francisco, handles account.

BARBASOL Co., Indianapolis, has reserved the 7:15-7:30 p.m., EST, periods, Mondays to Fridays inclusive, on the basic CBS network, plus WCCO and except WHAS, for a renewal campaign of 52 weeks, from Sept. 11. Featured artist will be Edwin C. Hill, news commentator. Erwin, Wasey & Co., New York, handles account.

GILMORE OIL Co., Los Angeles, on July 28 renews "Gilmore Circus" on the NBC-KGO network, except KHQ, Fridays, 8:15-9:15 p.m., PST. Chet Crank, Inc., Los Angeles, handles account.

D. GHIRARDELLI Co., San Francisco (chocolate and cocoa) on Oct. 3 renews its program on the Women's Magazine of the Air on the NBC-KGO network, plus KFSD, Tuesdays, 10:50-11:10 p.m., PST. Erwin, Wasey & Co., San Francisco, handles account.

CEREAL PRODUCTS REFINING Corp., San Francisco, on July 17 starts "Stars of the West", with Meredith Wilson's orchestra, Doric Quartet, Mary Wood and Irving Kennedy, over NBC-KGO network (except KHQ) and KFSD and KTAR, Mondays, 8:30-9 p.m., PST. Emil Brisacher & Staff, San Francisco, handles account.

SHELL OIL Co., San Francisco, on July 10 started the "Shell Jamboree and Roundup" as a Monday night feature on the CBS-Don Lee network from KFRC. J. Walter Thompson Co., San Francisco, handles account.

RICHFIELD OIL Co., Los Angeles, on Aug. 20 renews "Richfield News Reporter" on the NBC-KGO network, plus KFSD, daily except Saturdays, 10-10:15 p.m., PST. H. C. Bernsten Co., Los Angeles, handles account.

GOLD DUST Corp., New York, on July 11 renewed "Goldy and Dusty" and the "Silver Dust Twins" over 11 CBS stations, Mondays to Fridays inclusive, 8:15-8:30 a.m., EST. Batten, Barton, Durstine & Osborn, New York, handles account, which is for 52 weeks.

A RADIO entertainers' football team is being organized by Brook Allen, baritone on WMCA, New York, with the aid of "Sleepy Jim" Crowley, noted football coach, and Ozzie Nelson, orchestra leader. Allen formerly played end for the University of Alabama and Nelson was on the Rutgers team.

Hey, Young Fellah . . .

HERE'S A TIP FOR ONE OF YOUR CLIENTS!

A new advertiser on WIL, taking advantage of our low summer rates, received immediately, in response to a special offering, more than 500 mail replies.

Operating now on full time, WIL offers unequalled opportunity to cover this district at impressively low cost. Write now for our low summer rates.

WIL

ST. LOUIS, MO.

P. S.—You cannot adequately cover Greater St. Louis without using WIL.

AGENCIES AND REPRESENTATIVES

NINE stations of the group of 22 represented by Edward Petry & Co., special station representatives, were represented by their managers or commercial directors at a special meeting called by Mr. Petry in his New York offices late in June.

REINCKE-ELLIS-YOUNGGREEN & FINN, Chicago, has been appointed to handle the advertising account of the American School of Home Economics, correspondence course in domestic science.

HENRI, HURST & McDONALD, Chicago, has been appointed advertising counsel for The S. O. S. Co., Chicago (S. O. S. scouring pads).

MALCOLM A. JENNINGS, vice president of the Hays MacFarland & Co., Chicago agency, and Ann Neil, youngest of the Neil Sisters harmony trio on the Armour programs of NBC, were married at Crown Point, Ind., July 6.

BLACKETT - SAMPLE - HUMMERT, Inc., Chicago, after Sept. 1 will handle the advertising of Oxydol for Proctor & Gamble Co., Cincinnati.

MILTON J. DRUSE has organized the Druse Broadcast Advertising Service, 111 E. Wisconsin Ave., Milwaukee, for radio time brokerage, program planning, market research, etc.

THOMAS B. ROBINSON, formerly with WSYR, Syracuse, N. Y., has joined the staff of John B. Flack Advertising Agency, Syracuse.

WALTER MANN, formerly of Walter Mann & Staff, New York, has taken charge of merchandising and research for COUNTRY LIFE and COUNTRY HOME, published in New York, and Thomas G. MacGowan, Graybar Bldg., New York, will hereafter manage Walter Mann & Staff.

MAYERS Co., Inc., Los Angeles, has been appointed to handle the advertising of the Pennzoil Co., Los Angeles, in 11 western states.

MISS CHARLOTTE B. SMITH, formerly of the advertising staff of KOL, Seattle, has joined the staff of Erwin, Wasey & Co., of the same city.

ARTHUR G. MONTAGUE, radio station representative, has moved into the RCA Bldg., Radio City, New York.

FRANK WRIGHT AND ASSOCIATES, radio station representatives, recently opened in the Russ Bldg., San Francisco, has been appointed California representative for KLPM, Minot, N. D., and has obtained the radio publicity accounts of Boncilla Laboratories, Inc., Indianapolis (toiletries), and the Northern California Electric Refrigeration Bureau, representing Frigidaire, General Electric, Norge, Westinghouse, Kelvinator, Leonard, Majestic, Graybar and Grunow.

PRODUCERS' SHOWROOM has been opened at 6480 Sunset Blvd., Hollywood, to train talent and stage original skits as auditions for agencies and sponsors. Advisory committee includes Roy Sutherland, Walter Whipple, Delmar Whitson, Ethel Clifton, Gus Inglis and others.

STANLEY H. JACK, associated with the Russell C. Commer Advertising Co., Kansas City, for the last two years, has been promoted to secretary of the agency.

CONQUEST ALLIANCE Co., New York, foreign station representatives, announces the opening of a branch office in Mexico City under the direction of Conrad C. Velasco to handle foreign and local accounts and book New York artists for Mexico. Conquest also announces the termination of its representation of Titan Production Co., San Francisco.

ADVERTISING headquarters of Vick Chemical Co., Greensboro, N. C., will be moved within the next month or two to New York, where all advertising activities will be centralized with the exception of the media department. W. S. Dickson, Vick advertising manager, will head the New York office.

HANFF-METZGER, Inc., New York, late in June moved its offices to 745 Fifth Avenue from 1501 Broadway.

PROSPECTS

DWARFIES Corp., Council Bluffs, Ia. (Dwarfies wheat breakfast cereal) makes up lists during August, using radio and newspapers. H. P. Maiers is president and general manager in charge of advertising. Annual appropriation is $30,000. Bozell & Jacobs, 510 Electric Bldg., Omaha, handles account.

STOKELY BROTHERS & Co., Louisville (canned vegetables) makes up lists for radio and other advertising in August. W. M. Flarsheim is advertising manager. Annual appropriation is $175,000. Gardner Advertising Co., Starks Bldg., Louisville, handles account.

TRAINER BREWING Co., Philadelphia, has appointed the Bloomingdale-Weiler Advertising Agency, of that city, to handle its advertising. Radio and other media will be used.

TRANSCRIPTIONS

RADIOART GUILD OF AMERICA, radio producers, has opened offices in Los Angeles and New York with headquarters at 122 South Benton Way, Los Angeles. William L. Standard, for 22 years an executive with the Union Oil Company of California, will direct. Ruth Clark, one-time librarian at KFI-KECA and later with RCA-Victor Co., is secretary - treasurer. Transcriptions are to be done at Recordings, Inc., Hollywood. Initial releases will be "Robin Hood" and "Ivanhoe." "Trobriand, the Adventurer" has also gone into production.

RADIOSCRIPT PRODUCTIONS, Inc., 536 So. Hill St., Los Angeles, has started to market a "Holly from Hollywood" script service to stations. It may be used as a program filler-in or as a once a week 30 minute movietalkie chat broadcast.

RECORDINGS, Inc., 5505 Melrose Avenue, Hollywood, in the business of making "custom - built" transcriptions for stations, agencies and sponsors, has just recorded for the Brunswick catalog the vocal series of Sam Coslow, KHJ crooner, as well as 14 Bing Crosby records from his work in "College Humor", also for the Brunswick Record Corporation.

CAMPBELL McCULLOCH, 1637 No. Fuller St., Los Angeles, will market a series of historical mystery dramas direct to stations and sponsors, with Freeman Lang doing the recording. He has already started to market a "Jack and Jill" series, experience of a honeymoon couple.

Gate Tax Exemptions

THE RADIO announcer takes his place along side the newspaper reporter and photographer as a privileged character, insofar as the Bureau of Internal Revenue is concerned. In a recent ruling, Commissioner Helvering held that all persons who are admitted free to any place for the purpose of performing special duties in connection with the event and whose special duties are the sole reason for their presence at the event are not liable for any tax on admissions.

Audition Showboat

"DIEDRIE", the first floating audition boat, has appeared on the Pacific coast under the ownership of Freeman Lang, who operates a sound studio in Hollywood. Launched three years ago by Abercrombie, of Abercrombie and Fitch, New York sports house, the craft was purchased late in June from the estate of George H. Cobb in Santa Barbara. It carries a crew of four and will sail later from San Diego to Seattle, stopping at various ports of call with auditions for agencies, sponsors and station executives to hear the Freeman Lang transcriptions. The "showboat" provides accommodations for 14 and will have direct radio communication with the transcription studios in Hollywood via short wave.

Buys Out Van Camp

STOKELY BROS. & Co., Louisville (canners), long a radio advertiser, which has announced it is making up lists in August including radio, has purchased the Indianapolis and other Indiana plants of the Van Camp Packing & Products Co. (canned goods and Bean Hole beans).

HEARING on the application of WJR to increase power from 10 to 50 kw. and to change location and equipment, will be held before the Radio Commission, sitting en banc, on Oct. 4.

Standard Units

(Continued from page 9)

to recorded announcements and to announcements calling for musical background or sound effects or the use of more than one voice, also consideration should be given word count definition.

Many station rate cards include classifications on special features for complete sponsorship, including time announcements, weather reports, etc., also on special features for participation sponsorship, such as home economics programs, rural hour, children's features, etc. Most advertising agencies appear to favor rate card quotations on special features—particularly on time signals and weather reports and urge standardized length of copy.

In this introduction to the problem of standardizing units of sale and rates and association practices, I have not attempted to offer a complete solution, but rather to formulate the questions which, after consideration by the radio section represented at this meeting, should be answered in definite outline by the commercial section of the NAB and presented to the annual convention with recommendations to adopt with such amendments as may be voted by the body. I believe it would not be too hasty to aim to put such new practices into general effect by the simultaneous issue of new rate cards Jan. 1, 1934.

NEWS BROADCASTS by the CHICAGO DAILY TIMES over WBBM, WJJD and WIND (formerly WJKS) have been discontinued by mutual agreement.

The AA ★ OF RADIO ADVERTISING

PLUS Actual Merchandising Service!

You can't get "AA" just by having more power and better reception . . . you need consistently superior entertainment, both studio and national chain . . . and your programs must be built up through newspaper publicity, air publicity, billboard tie-ups and actual merchandising and survey work. You can get all this when you use KMBC—first in the hearts of the heart of America . . . where retail sales are $488 per capita (highest in U.S.A.) against national average of $230. Are you getting your share?

MIDLAND BROADCASTING CO., Kansas City, Mo.
New York Office: 17 E. 49th St. Phone Eldorado 5-5070

★ AA—AUDIENCE APPRECIATION

KMBC

A UNIT OF THE COLUMBIA BROADCASTING SYSTEM

THE YANKEE NETWORK

OPENS THE DOOR TO NEW ENGLAND MARKETS for Lin-x ACME QUALITY

LIN-X is a product of the Acme White Lead & Color Works, Detroit . . . Supplementing the LIN-X Sunday broadcast over the Columbia System, Acme recently tried a test campaign over WNAC, Boston.

WNAC Boston
WEAN Providence
WORC Worcester
WMAS Springfield
WICC Bridgeport New Haven
WDRC Hartford
WLBZ Bangor
WFEA Manchester N. H.

The immediate sales response to the broadcast opened the way for additional stations. Providence, Worcester, Springfield, Hartford, Manchester, N. H., and Bangor, Me., were added—and in each case, *local distributors for LIN-X were obtained directly through the Yankee Network.* Two programs a week were taken—Mondays and Fridays, 10:30 to 10:45 A. M.—using Yankee Network talent exclusively.

This is a typical example of dealer confidence in the Yankee Network and of merchandising co-operation the Yankee Network can give the manufacturer in obtaining immediately distribution in New England through local station sales pulling power.

• *Mix Dancer, Acme account Executive, of Henri, Hurst & MacDonald, says: "Your co-operation is most complete. You certainly do a swell job."*

• *A. J. Reiss of Acme: "Your knowledge of the merchandising problems in New England has been of tremendous value. Your stations have great pulling power. We have every confidence in the Yankee Network and so have LIN-X dealers."*

THE YANKEE NETWORK, INC.

Business Office: 21 Brookline Avenue, Boston

■

Exclusive National Sales Representative
SCOTT HOWE BOWEN, INC.
New York Chicago Detroit San Francisco Omaha

YANKEE NETWORK
FROM WHICH NEW ENGLAND HEARS ITS RADIO

KOIL
OMAHA
YOUR BEST BET IN
THIS RICH MARKET

L. B. Wilson

(*Continued from page 19*)

people whom everybody in Covington knew. Then the Industrial Club of Covington sought his services. For 10 years he had his finger on the pulse of the city's business life as the club's executive secretary.

As a youngster, in 1910, he got a job on the CINCINNATI TIMES-STAR, covering various assignments in Covington. His biggest assignment was the Republican national convention of 1912. He also took a fling at advertising, working in an agency long enough to get the knack of ad writing.

In 1923 L. B. went back to the show business and built the Liberty Theater, a modern movie house, on the spot where his former boss once had his offices—fulfilling his promise of years before. Additional theaters, banking, civic enterprises, and finally a radio station, came in rapid succession.

L. B. got into radio almost by accident. In 1929, when WSAI in Cincinnati was reduced in power, Covington business men saw an opportunity to obtain a station for their city. They went to L. B. as the likeliest man to finance the venture. In September, 1929, the station was on the air with 5,000 watts power, with L. B. Wilson as owner but not manager. It was a nondescript station until L. B. himself took over the managerial reins less than two years ago.

In 1929, L. B. married Jean Oliver, dramatic leading lady on Broadway and in stock productions, and they reside at Ft. Mitchell Heights, a Cincinnati suburb. L. B. neither drinks nor smokes, but his besetting vices (and not at all secret) are candy and ice cream, and spinning a yarn in a sparkling manner that always makes him the life of any gathering, mixed or stag.

Of all his interests, radio is the one which has fascinated him most. He sees a greater future for it than any branch of the show business. Even in the short time he has been active in radio he has produced acts that have been graduated to the networks.

Whatever success L. B. has attained in life has been the result of hard work and quick clear thinking. He is on the job from 12 to 18 hours a day and his working week is seven days. While he admits he doesn't work at it very hard, he is a member of the Elks, Masons and Shriners. He was educated in the public schools of Covington. Children and dogs are his hobbies.

IDEAS EXCHANGED
KMOX Acts as Clearing House For Listeners' Schemes

KMOX, St. Louis, is serving as a clearing house for ideas advanced by its listeners.

"The Exchange Club", which is broadcast daily except Sunday from 1:15 to 1:30 p.m., CST, carries a wide variety of ideas and suggestions sent in by listeners, ranging from schemes for furnishing a home, cooking and housekeeping to proposals for bartering services for commodities or commodities for commodities.

So popular has this exchange become that the KMOX EXCHANGE BULLETIN is published to carry the large overflow of ideas. Published every Saturday, it is sent to listeners for the cost of printing and mailing.

Harold E. Bolande, staff announcer, is the originator of the feature and the "broker of ideas."

Dr. B. O. Aylesworth

DR. BARTON O. AYLESWORTH, former president of Colorado Agricultural College and Drake University, and father of M. H. Aylesworth, president of NBC and RKO, died of a stroke while asleep in a Denver sanitarium July 1. He was 73 years old. Besides his widow and son, a daughter, Mrs. A. W. Hahn of Fort Collins, Colo., survive. M. H. Aylesworth attended the funeral.

Business Revival

(*Continued from page 8*)

ery. But unless the immediate results of the operation are backed up properly, unless American business gets out into the *fresh air and sunshine*, it is going to relapse.

And here is where broadcast advertising has an opportunity that is probably the greatest in its existence. Broadcast advertising, as a result of its fine record through the depression, has proved that it is "the *fresh air and sunshine*" that American business needs.

But the patient himself may not realize that fact. Feeling better, as he lays there in his hospital bed after the successful operation he may be quite oblivious to the healing properties of broadcast advertising. Therefore, the logical move would seem to be for broadcast advertising itself to inform him more aggressively of those healing properties.

Must Sell Itself

IN OTHER WORDS, today more than ever, American business needs broadcast advertising. Here is the medium that is best fitted to help the manufacturer and the retailer regain their former prosperity in the shortest possible time and at the smallest possible expense. But these firms can not be expected to be fully aware of this fact. Therefore, broadcast advertising has to sell itself now as never before. It must send out word of its advantages and of its proved results, *regularly* and *forcibly*.

The great need of most businesses today, of course, is to increase sales. Accordingly, the most valuable advertising medium is the one which will:

First, reach the largest possible number of prospects; second, do so at the lowest possible per capita cost; third, do all this in the most arresting fashion and with the greatest possible impelling force.

Radio has proved that it meets all of these three requirements. Facts and figures confirming this are to be had on all sides. Those facts and figures should be marshalled strategically by the radio station, by the advertising agency and by the advertising department of the manufacturer, retailer or other firm.

Then they should be presented to the advertiser's organization in similarly strategic fashion. Broadcast advertising is bound to find the place that rightfully belongs to it if it is shown to be the "*fresh air and sunshine*" American business needs so desperately today.

Keep Step in Pittsburgh With WCAE's *Progress*

New *Transmitter* Site

1,240,000 Population Within Radius of Ten Miles.

"The evidence," said R. H. Hyde, examiner, in approving WCAE's application to move the transmitter, "indicates that the proposed move would be a constructive step. The new location offers advantages that should result in a more uniform field intensity over the natural service area of the station."

WCAE, INCORPORATED

1220 KILOCYCLES 1000 WATTS

HE KNOWS!
That

THE STANDARD ADVERTISING REGISTER GIVES THE ESSENTIAL DETAILS OF NATIONAL ADVERTISING ACCOUNTS

It is issued arranged by
Product Grouping or Geographically
You can have your choice

The Standard Advertising Register has been the STANDARD for 18 years.

The Register - Revision Service - Agency List - Weekly Reports etc.
— All in Handy Compass —

GET THE REGISTER — GET BUSINESS
National Register Publishing Company

OFFICES

853 Broadway, New York
7 Water St., Boston
140 So. Dearborn St., Chicago
235 Montgomery St., San Francisco

Illinois-Wisconsin Feud Seen as WTMJ, WIBA Ask Chicago Facilities

CLOSE on the heels of the application of WIBA, Madison, Wis., for half time on the 720 kc. clear channel of WGN, Chicago, and for the quota facilities of WHA, Madison, and WLWL, Stevens Point, Wis. (see July 1 BROADCASTING for details) application was filed with the Radio Commission July 13 by WTMJ, Milwaukee, for the 670 kc. clear channel of WMAQ, Chicago, and also for the quota facilities of WHA and WLBL.

With newspaper stations involved in each case, prospects appeared for a reopening of the Illinois-Wisconsin radio feud, with Wisconsin stations demanding better facilities on the ground that their state is underquota while Illinois is overquota.

WTMJ, owned by the MILWAUKEE JOURNAL, asks for 5 kw. full time on the WMAQ channel, in lieu of its present 620 kc. regional channel assignment with 1 kw. night and 2½ kw. day. To meet quota requirements, it seeks elimination of WHA, University of Wisconsin station, and WLBL, State Agricultural station.

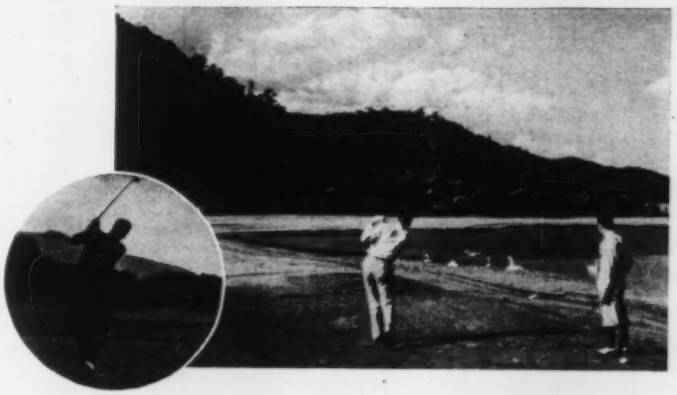
An alternative application was also filed on behalf of WTMJ by Elisha Hanson, Washington counsel. It asks, in the event the former grant is not made, for authority to erect a new station at Ellis, Wis., 170 miles northwest of Milwaukee, to operate on 900 kc. with 1 kw. night and 2½ kw. day. Again the quota facilities of WHA, now on 940 kc., and WLBL, day station on 900 kc., are sought. This station would supplement WTMJ. and Mr. Hanson explains that a directional antenna would be employed to give it full time on 900 kc. without interfering with WBEN, Buffalo, nearest other station on that channel.

111 Paper Advertisers Also Used Radio Time

OF 432 national newspaper advertisers included in a survey just completed by the Bureau of Advertising, American Newspaper Publishers Association, 111 also used radio during 1932. The survey showed that newspaper received about 59 per cent of the aggregate appropriations of the 432 advertisers.

This group spent $116,200,000 on newspaper space as against $25,-321,984 on broadcast advertising and $52,301,139 in magazines. Radio got 16.5 per cent of the advertising of nine tobacco companies, while the newspapers got 72.3 per cent. The advertising of 62 national food manufacturers was divided 46 per cent for newspapers, 34.7 per cent for magazines and 19.3 per cent for radio. The radio figures apply to network sponsors only.

TUSSY COSMETIC Co., New York, has started a three-month contract on KHJ, Los Angeles, for its "Weaver of Dreams" program, orchestra and talk, three mornings weekly, with prospects for extension to a Pacific coast network later. Grace Glasser, Los Angeles agency, handles account.



Bring your golf clubs

TO THE N.A.B. CONVENTION

OCTOBER 8, 9, 10, 11

at WHITE SULPHUR SPRINGS

Three superb golf courses in a rolling valley high up in the Allegheny Mountains

THE GREENBRIER *and* COTTAGES

America's Most Beautiful All Year Resort

L. R. JOHNSTON, *General Manager*

WHITE SULPHUR SPRINGS

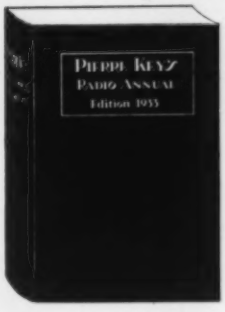
WEST VIRGINIA

AN ENCYCLOPEDIA OF THE "AIR"

Indispensable to everyone in radio or who hopes to be associated with radio

Now Ready! **PIERRE KEY'S RADIO ANNUAL**

- PROGRAMS
- TALENT
- ADVERTISERS ON THE AIR
- AGENCIES
- NETWORK INFORMATION
- STATIONS THROUGHOUT THE WORLD



8¼ inches x 11¼ inches
480 pages
14 pages—special inserts
Bound in Library Buckram
Stamped in Gold
$7.50 postpaid

- TRANSCRIPTION DATA
- TELEVISION
- ORGANIZATIONS
- PUBLICATIONS
- RADIO LAWS
- SPECIAL ARTICLES

Pierre Key Publishing Corp.
119 W. 57 St., New York

ACTIONS OF THE
FEDERAL RADIO COMMISSION
JUNE 30 TO JULY 15 INCLUSIVE

Applications . . .

JULY 1

WNBH, New Bedford, Mass.—Modification of license to change frequency from 1310 kc. to 1200 kc., contingent upon change of WORC from 1200 kc. to 1280 kc. and change of WPRO from 1210 kc. to 630 kc.

WHB, Kansas City, Mo.—Special experimental authorization to change from 860 kc., 500 w. D, to 1120 kc., 500 w. night, 1 kw. day, unlimited time for period ending 12-31-33.

KOA, Denver—Modification of CP granted 11-17-31 to increase power to 50 kw., amended to change requested transmitter site and as to type of antenna.

Applications returned: WAGM, Presque Isle, Me.—Modification of license to change specified hours of operation; WHDL, Tupper Lake, N. Y.—CP to move transmitter to Lake Clear, N. Y., install new transmitter, and change from 1420 kc., 100 w. D, to 1290 kc., 250 w., specified hours; NEW, S. J. Carnes, Camden, Ark.—CP on 750 kc., 15 w., unlimited time; KGDM, Stockton, Cal.—Modification of license to increase hours of operation to include those hours between 12 midnight and 6 a.m.

JULY 5

WMIL, Brooklyn, N. Y.—Modification of CP granted 3-31-33 to move transmitter and change equipment, to extend date of completion to 10-1-33.

NEW, Greensburg, Pa.—Greensburg Broadcasting Co. for CP to use 1420 kc., 100 w. D, resubmitted and amended as to proposed transmitter location and equipment.

WTAR, Norfolk, Va.—Modification of license to increase power from 500 w. to 1 kw. resubmitted and amended to request facilities of WRBX, Roanoke, Va., and WPHR, Petersburg, Va.

WIND, Gary, Ind.—License to cover CP issued 6-15-33 for new equipment, change frequency, power and hours from 1360 kc., 1 kw. night, 1¼ kw. to LS, shares WGES on 560 kc., 1 kw., unlimited hours.

KGDM, Stockton, Cal.—Modification of license to change hours from D to D and 12 midnight to 6 a.m., resubmitted and amended to request facilities of WPG, Atlantic City, and WLWL, New York; consent of WPG and WLWL filed.

KFQD, Anchorage, Alaska—Modification of license to change frequency from 1230 kc. to 850 kc.; amended to request change to 600 kc.

Applications returned: WAAT, Jersey City, N. J.—Modification of CP issued 3-31-33 new transmitter and increase power from 300 to 500 w. for changes in equipment and extend date of completion; WGCP, Newark, N. J.—CP to install new equipment and increase power from 250 w. to 1 kw.; NEW, Price Siever and J. W. Steele, Jr., Marlow, Okla.—CP to use 650 kc., 100 w., unlimited hours; NEW, Central Broadcasting Co., Davenport, Ia.—CP to use 1310 kc., 100 w. night, 250 w. to LS, unlimited hours (facilities WIAS, Ottumwa, Ia.); NEW, P. B. Newman, Sacramento, Cal.—CP to use 1490 kc., 5 kw., unlimited hours; NEW, Ted L. Fullerton, Carlsbad, N. M.—CP to use 1200 kc., 25 w. D, resubmitted and amended to request 50 w. and changes in equipment; NEW, George W. Schleicher, San Francisco—CP to use 930 kc., 500 w., share KROW one-half time.

JULY 9

WAGM, Presque Isle, Me.—Modification of license to reduce specified hours of operation.

WBHS, Huntsville, Ala.—Modification of license to increase hours of operation to unlimited time.

KGKB, Tyler, Tex.—CP to move transmitter and studio, make changes in equipment.

WOS, Jefferson City, Mo.—Consent to voluntary assignment of license to Missouri State Highway Patrol.

KICK, Carter Lake, Ia.—License to cover CP to move station from Red Oak to Carter Lake.

KECA, Los Angeles—CP to change location of transmitter and equipment (use KFI's auxiliary transmitter with changes), increase power from 1 kw. to 1 kw. night and 2½ kw. LS, request facilities quota units of former station KGEF now assigned to KFAC. Amended also to change frequency from 1430 to 780 kc.

Application returned: NEW, Victor Beverly Pitts, Raton, N. M.—CP to use 1500 kc., 100 w. D.

JULY 12

WAAT, Jersey City, N. J.—Modification of CP granted 3-31-33 to make changes in equipment and extend dates of commencement and completion.

WGCP, Newark, N. J.—CP to install new equipment and increase power from 250 w. to 1 kw.

WHDL, Tupper Lake, N. Y.—CP to change transmitter location to Lake Clear, N. Y., new equipment, change frequency from 1420 to 1290 kc., increase power from 100 to 250 w., requests facilities WNBZ, Saranac Lake, N. Y., D.

WOL, Washington—CP to make changes in equipment.

NEW, Medford, Mass.—Philip N. Hobson for CP to use 1500 kc., 100 w. night, 250 w. to LS, unlimited hours.

NEW, Ponce, Puerto Rico—Julio M. Conesa for CP to use 1420 kc., 100 w. night, 200 w. to LS, unlimited hours.

WEHC, Charlottesville, Va.—Consent to voluntary assignment of CP granted 2-28-33 to Community Broadcasting Corp.

KGHI, Little Rock, Ark.—License to cover CP granted 5-19-33 for equipment changes and increase day power from 100 to 250 w.

WPTF, Raleigh, N. C.—Modification of CP granted 6-9-33 to extend date of commencement to 7-19-33.

WKBF, Indianapolis—Authority to install automatic frequency control.

WIND, Gary, Ind.—Modification of license for authority to use old transmitter as auxiliary when new equipment authorized in CP is licensed.

KGIZ, Grant City, Mo.—Consent to voluntary assignment of CP 6-30-33 to KGBX, Inc.

NEW, Davenport, Iowa—Central Broadcasting Co. for CP to use 1310 kc., 100 w. night, 250 w. to LS, unlimited hours; resubmitted and amended for changed equipment and to request 100 w. day and night; requests facilities of WIAS, Ottumwa, Iowa.

KQW, San Jose, Cal.—CP to make changes in equipment and increase power from 500 w. to 500 w. night, 1 kw. to LS; requests facilities of KFWI, San Francisco.

NEW, Baker, Oregon—C. G. Phillips and Frank Hill, d/b as Boise Broadcast Station, for CP to use 1210 kc., 100 w., D.

NEW, Cheyenne, Wyo.—Wyoming Broadcasting Co. for CP to use 780 kc., 500 w. night, 1 kw. to LS, unlimited hours.

KDFN, Casper, Wyo.—CP to move transmitter and studio locally and make changes in equipment.

KIDO, Boise, Idaho—CP to make changes in equipment.

JULY 13

WJZ, New York, N. Y.—Special experimental authorization to use 50 kw. experimentally for six months.

WKBB, East Dubuque, Ill.—Modification of CP granted 10-21-32 to change transmitter and studio one mile from proposed location, change equipment and increase specified hours; amended to omit request for change in hours of operation.

NEW, Ellis, Wisconsin—The Milwaukee Journal for CP to use 900 kc., 1 kw. night, 2½ kw. to LS, unlimited hours (facilities WHA, Madison, Wis. and WLBL, Stevens Point, Wis.).

WTMJ, Milwaukee—Modification of license to change frequency and power from 620 kc., 1 kw. night, 2½ kw. to LS to 670 kc., 5 kw. (facilities WMAQ, Addison, Ill., WHA, Madison, Wis., and WLBL, Stevens Point, Wis.).

NEW, Sacramento, Calif.—P. B. Newman for CP to use 1490 kc., 5 kw. unlimited time; resubmitted corrected.

Application returned: WTNJ, Trenton, N. J.—Authority to determine operating power by direct antenna measurement.

Decisions . . .

JUNE 30

WSAI, Cincinnati—Granted CP to make changes in equipment and increase operating power from 500 w. night and 1 kw. day, to 1 kw. night and 2½ kw. day.

KGIZ, Grant City, Mo.—Granted consent to voluntary assignment of license to KGBX, Inc.

KGBX, Springfield, Mo.—Granted modification of license to change hours of operation from unlimited to half time.

KGIZ, Grant City, Mo.—Granted CP to move station from Grant City to Springfield, Mo., install new transmitter, change frequency from 1500 to 560 kc., increase power from 100 to 500 w., and decrease time from unlimited to D.

KFOR, Lincoln, Neb.—Granted CP to make changes in equipment.

NEW, Hilo, Broadcasting Co., Ltd., Haili Tract, Hilo, T. H.—Granted CP to operate on 1210 kc., 100 w., 8 hours daily.

KNOW, Austin, Tex.—Granted modification of CP to change location of transmitter locally, install new equipment, extend commencement date 30 days and completion date 90 days after this date.

KFAB, Lincoln, Neb.—Granted modification of CP extending commencement date to Dec. 1 and completion date to July 1, 1934.

WPFB, Hattiesburg, Miss.—Granted authority to remain silent from July 1 to Aug. 1.

WBAL, Baltimore—Granted permission to operate 1 kw. auxiliary transmitter at new site of main transmitter.

KFNF, Shenandoah, Ia.—Granted extension of special authority from July 1 to Aug. 1, to use time assigned but not used by KUSD and WILL.

WIND, Gary, Ind.—Granted permission to conduct tests for new location beginning June 30 and continuing for 10 days.

WHB, Kansas City, Mo.—Granted special authority to operate for 90 days experimentally on 1120 kc. with 1 kw. after midnight only.

Set for hearing: WJR, Detroit—CP to move transmitter from Pontiac, Mich., to a location to be determined; to make field strength surveys; install new equipment and increase power from 10 to 50 kw. (To be heard before Commission en banc on Oct. 4); NEW, Ray M. Thompson, Youngstown, O.—CP, 1370 kc., 100 w., unlimited time (facilities of WHBD, Mt. Orab, O.); NEW, Edward Goodberlet and Harry J. Frahn, Sheffield, Ala.—CP, 1500 kc., 100 w., unlimited time. (Facilities of WAMC, Anniston, Ala.); NEW, Fred L. Packard and S. Hepp and Judge J. W. Shulman, Huntington Park, Cal.—CP on 1300 kc., 500 w., share with KFAC; WBBC, Brooklyn—Modification of license to increase hours of operation from ¼ time, sharing with WLTH, WARD and WFOX, to ¾ time, sharing with WITH only; WODX, Mobile, Ala.—Modification of license to change frequency from 1410 to 1380 kc. and increase hours of operation from simultaneous day with WSFA, sharing night with WSFA, to unlimited; WKBB, E. Dubuque, Ill.—Modification of CP to change transmitter and studio location, install new equipment, change specified hours of operation, also change frequency from 1310 kc. to 1420 kc.; WEHS, WHFC and WKBI, Cicero, Ill.—Modification of license to change frequency from 1420 to 1310 kc.; WCLS, Joliet, Ill.—Modification of license to change frequency from 1310 to 1420 kc.

KTAR, Phoenix, Ariz. (Ex. Rep. 456)—Special experimental authority granted KTAR to operate on 620 kc. with 500 w. power at night, in addition to regular licensed power, and the record to remain open to enable practical observations to be made while applicant operates experimentally with use of additional power.

WNBO, Silver Haven, Pa. (Ex. Rep. 471)—Denied modification of CP to move station to Monongahela, Pa., sustaining Examiner Hyde.

WCAE, Pittsburgh—Granted CP to move transmitter locally, sustaining Examiner Hyde.

WHBC, Canton, O.—Granted CP to install new equipment, sustaining Examiner Hyde.

NEW, Copper Electric Co., Inc., Lower, Ariz. (Ex. Rep. 481)—Granted CP for new station to operate on 1200 kc., 100 w., D hours, sustaining Examiner Hyde.

KGEK, Yuma, Colo.—Application to move station, heretofore set for hearing, dismissed at request of applicant.

JULY 11

KFH, Wichita, Kans.—Granted modification of temporary license in conformity with the mandate of D. C. Court of Appeals in WOQ appeal. (Station KFH to operate 5/7 time on 1300 kc., 1 kw.; WOQ 2/7 time on 1300 kc., pending final judicial determination.)

WOI, Ames, Ia.—Granted special temporary authority to remain silent Thanksgiving Day, Christmas Day, and January 1, 1934, provided stock market is closed on those dates.

WBZA, Boston—Granted CP to make changes in equipment.

WHEF, Kosciusko, Miss.—Granted modification of CP extending commencement date to July 24, and completion date to Jan. 24.

KFLX, Galveston, Tex.—Granted license covering move of transmitter and studio; 1370 kc., 100 w., unlimited time.

WOW, Omaha, Neb.—Reconsidered and granted application for full time on 590 kc.; application of WCAJ for facilities of WOW retired to closed files; WCAJ withdrew its objections and consented to grant of full time to WOW. License of WCAJ is to be surrendered.

KOAC, Corvallis, Ore.—Application for renewal of license designated for hearing.

WHDL, Tupper Lake, N. Y.—Granted special temporary authority to operate until 9 p.m. during July and August.

WPTF, Raleigh, N. C.—Granted 10-day extension from July 10 of special temporary authority to use 50 w. test transmitter for purpose of making field strength measurements.

Examiner's Report . . .

NEW, Philip J. Wiseman, Lewiston, Me.—Examiner Hill recommended (Report No. 492; Docket 2037) that application for CP on 640 kc. with 500 w. LT, be denied on ground that state already is overquota and that interference would be caused.

Soap Account Spreads

CITRUS SOAP Co., Los Angeles, which recently took over sponsorship of "Growin' Up," twice-weekly transcription serial placed by Earnshaw-Young, Inc., Los Angeles agency, on July 10 extended the feature to KOL, Seattle; KMTR, Los Angeles, and KREG, Santa Ana, Cal. It started June 19 on KNX, Los Angeles, and KFOX, Long Beach, and the plan of the sponsor is to extend it eventually to all the western states.

A LEASE on the TAMPA, Fla. TIMES, with an option to buy both the newspaper and its radio station, WDAE, has been secured by David E. Smiley, former editor of the PHILADELPHIA PUBLIC LEDGER, and Ralph Nicholson, former European correspondent for the Curtis-Martin newspapers.

Fox on Exclusive Representatives

(*Continued from page 5*)

when radio can have several organizations, each representing a group of stations on an exclusive basis, then and then only, will radio sales be handled as they should.

Personally, I never was or ever would be satisfied, either on a large station or a small station, in sitting back and waiting for some broker to throw an order in my lap. I want a man representing me who is going out and sell my station against the other fellow's station and the more the competition the greater the victory.

It is obviously impossible for one broker to represent a half dozen stations in Chicago, because in 99 cases out of a 100 the advertiser will only want to buy one of them and the broker cannot do the other five justice. I think this very fact has brought a great deal of doubt to the minds of advertising agents and advertisers, and I believe, that as soon as we correct this situation and encourage the organization of representatives who will sell a selected group of stations on an exclusive basis that the sale of radio will go forward in a big way.

Then we have the representative who represents the station on an exclusive basis, but does so for a certain fee per month and continues to accept business through brokers. I think this adds too much of a load on the station, for in addition to paying the second 15 per cent the station must also pay the fee asked by the representative.

This type of representative does not cooperate fully with the broker because if he can he will get the order direct, if not, however, he will take it through the broker. If he succeeds in getting it direct, then he has done a service for the station, if he does not and the order is routed through the broker, he has only half done his job. This type of representative should be either for the broker 100 per cent or he should be against him 100 per cent.

Time to Take Firm Stand

THE LATEST development in representation is one which I at least am watching with especial interest, that is, a representative organization functioning on virtually the same basis as the newspaper or magazine representative. I have watched the reaction in the agencies very closely and in nearly every instance I find that this organization is being welcomed as offering something new and different.

I think that the time is at hand when broadcasting stations will be forced to take a stand one way or another on representation. I think we need something very badly in order to stabilize the sale of radio time. I know that it takes more or less nerve for a broadcasting station to step out against the established order and declare himself in favor of something new, but if the new idea is better and better for the business, I think we should do it.

There is still another type of representation, which I have not mentioned and that is the recording company which makes as a part of its recording agreement a ruling that it shall control the placing of the transcriptions on the station.

With this type of organization, undoubtedly the time purchasing consideration is offered as an excuse for making a lower price on the records than would otherwise be possible. Is there any reason in the world why a radio station should be asked to help pay the advertiser's recording bill? That is exactly what it amounts to. It in no way compares with buying time on the network because the network organization is set up and is exclusive. Naturally when an advertiser buys time on the network he expects to get certain stations, but in the case of the recording broker who endeavors to control the placing of the time, I think we should have no patience. In most instances, particularly on business coming from the larger agencies, the list is all made up and handed to the broker and all he has to do is to issue orders and collect his second 15 per cent, which in all probability reduces the talent bill of the advertiser.

Cutting Back Commissions

HERE IS something which in my opinion all of us must watch. If we are going to pay a representative a fee of any kind, be it a straight so much per month or a commission, I think we have a perfect right to expect that that representative is going to earn his commission and if we catch him returning part of that commission to the agency, I think he should be eliminated.

I do not know of any definite instances where this has been done, but I have heard and I know that you gentlemen have all heard of many instances where it has been done and where it has been done to some of the largest agencies in the business.

The cutting back of commissions to agencies is only another way of cutting rates. A dishonest agency man probably puts it into his own pocket and the advertiser never hears about it. In my opinion this is graft—pure and simple—and I think we should eliminate any representative who will stoop so low as to take the advantage of his competitor or will do the station, which he claims to represent, such an injustice.

Forced Off The Air

THAT the Radio Commission is not the only power that can force a station off the air was demonstrated early in July when Graybar Electric Co. took possession of some $25,000 worth of equipment used by KFWI, San Francisco, 500-watt station on 930 kc., alleging non-payment. The station accordingly had to suspend broadcasting, according to the San Francisco correspondent of BROADCASTING. He reports that the Western Electric equipment was immediately offered to other stations in the territory for a portion of its original cost.

Craig on General Representatives

(*Continued from page 5*)

their doing this upbuilding work—creative work, if you please, that makes for new spot accounts.

In that event, if you adopted such an idea of exclusive representation of a number of groups, none of them could afford to do this constructive work. If no one does it, if it is left entirely to the advertising agencies, your spot broadcasting is going to go hang.

Why Agencies Are Cool

THERE ISN'T any interest being shown on the part of the larger A.A.A.A. agencies in spot broadcasting. I could tell you of one in particular; I could make it two very large agencies in New York that resent very much having a representative go directly to their clients and talk spot broadcasting. And yet one of those agencies is doing a fairly good volume of spot broadcasting today, simply because some representative went to some of their accounts and sold them the idea against the opposition of that particular agency.

If it costs an agency considerable more money to handle a spot account than it does a network account, I don't think that is the only governing factor. It is very simple and easy for them to deal with one representative, if you please, and place their schedules on from 10 to 100 stations, or 75, get one bill for it, check it and pay it, rather than to deal with a lot of indifferent individuals, get a lot of bills in, pay a lot of different checks, check them up, watch them, and all that sort of thing.

Then there is the element of copy. In a spot campaign the flexibility enables an advertiser, if he has a line of products, to talk commercially about one particular product in Dallas, another one in St. Paul, another one in Kansas City, but that takes a lot of work and time on the part of the advertising agency in making up separate copy, particularly if it is a daily script, or five times a week. It means quite a job. Yet it is being done successfully and it is to the advertiser's interest.

I started to say a while ago that our effort is to try to prove to the spot broadcasters that they can get more money per hour out of the spot effort than out of a network campaign, and if you can't prove that, there is not going to be any spot broadcasting developed. As a matter of fact, both of the networks are extremely active today in soliciting spot accounts now on the air and trying to bring them over to network, and, in the case of new prospects, keeping them away from spot. They are the big competition that spot broadcasting has to meet.

Up to a few months ago—I will say about last summer this time—through a gradual increase in individual station rates, the spread between the cost of using a network schedule and a spot schedule, if it included basic territory where the differential of rates is greater than elsewhere, had reached about 25 per cent. In other words, we had to tell a man that he had to pay spot stations 25 per cent more than he paid the network for those same stations, and that isn't an easy argument in depression times.

Testing New Ideas

SINCE FEBRUARY we have developed—we didn't start then but it might have started in the latter part of last year—five new spot broadcasting plans, two or three of them on tests of two or three stations. But if those tests are successful, it will lead to a considerable volume of business. Yet if we hadn't done creative work for those clients, building up work, we wouldn't have sold them on spot broadcasting. Their agencies wouldn't have done it, with one or two exceptions where the agency does cooperate. We find this; the moderate sized agency that can't afford to operate a special radio department consisting of anywhere from 10 to 20 people, as some of the very large ones do, and the small agency welcome the kind of service we and one or two others offer. We act in effect as their radio department, counsel with them and go over their plans and slowly but surely we get somewhere.

The thing it seems to us is important for you to decide at the present time is whether you want to do a constructive job of building spot broadcasting for the benefit of the whole field of all stations, or do you want to scramble for the going business and let the effort to build it up flop? That is about the net of it.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

New Station Calls

KIGY is the call assigned the new local station at Lowell, Ariz. by the Radio Commission July 10. The station is operated by the Copper Electric Co. At the same time the Commission assigned the call KWFV to the new local at Hilo, Hawaii, licensed to Hilo Broadcasting Co., Ltd.

Securities Rules

REGULATIONS governing administration of the Securities Act of 1933, designed to protect the small investor and placing restrictions on the advertising of all securities, were promulgated July 6 by the Federal Trade Commission. The only portion of the regulations which specifically mentions broadcasting specifies that where a prospectus consists of a radio broadcast it shall be reduced to writing, five copies of which shall be filed with the Commission at least five days before the matter is to be broadcast or made public.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearny Sts., N. E.
Washington, D. C.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Young lady holding second class radiotelegraph license indorsed for telephone desires work in broadcasting station. Experienced operator and announcer. Typist and musical training. References. Box 104, BROADCASTING.

Thoroughly experienced commercial manager, capable complete management of station, desires connection or lease small station good Southern City, percentage basis. Present employer two years, very best references, not high pressure. Box 103, BROADCASTING.

Wanted to Buy

Profits Guaranteed

If you are interested in leasing or selling your station at a profit, write full particulars to Box 105, BROADCASTING.

The Other Fellow's Viewpoint...

A Correction

To the Editor of BROADCASTING:

A slight misunderstanding has arisen regarding an article in BROADCASTING concerning our client, The Rio Grande Oil Company, who sponsor "Chandu, the Magician", in the west.

This article, on page 22 of the July 1st issue, stated that the Rio Grande Oil Company had renewed the "Chandu" series for 13 weeks on KDB, Santa Barbara, and KHJ, Los Angeles, adding "not transcriptions but live cast."

Apparently the article meant to convey that these two stations carry live broadcasts, which is correct. But the story implied to many that Rio Grande was dropping the transcription stations. This is incorrect and has caused considerable embarrassment.

Besides renewing on these two live broadcast stations, the Rio Grande Oil Company has renewed its contract for "Chandu, the Magician" on ten of the eleven radio stations which broadcast by transcriptions. One station, KNX, in Los Angeles, was dropped as it was felt that it duplicated the listening audience of other stations.

If you will correct this misunderstanding in your valued publication we will greatly appreciate the favor.

Sincerely yours,
RICHARD S. EDWARDS,
Earnshaw-Young, Inc.,
Los Angeles, Cal.

July 7, 1933.

Endorses Our Stand

To the Editor of BROADCASTING:

The comments from the various stations in your magazine have been very interesting to me, especially is it interesting to note the attitude of the stations concerning the "chiselers" who seem to be getting more numerous each day.

I don't know who is supporting these fellows, as I can hardly believe that the stations are accepting their propositions, or at least enough stations to amount to anything.

Certainly a per inquiry basis is bad enough, but now we are receiving quite a few that are asking for an option on a per inquiry basis of our card rate after the broadcasting is over.

We are not interested in anything but card rate basis, and have discontinued answering all of these beautiful offers, however, I am enclosing an answer to one inquiry that was so ridiculous that it really interested me. [Enclosure is a pointed reply to one Edward A. Kraft, Northwest Radio Advertising Co., Seattle, Wash.]

I wish there was some way that our name could be stricken from the mailing list of such outfits as the radio business would be much more pleasant to me if I never had to see this kind of stuff.

Your magazine is very enjoyable and helpful to our organization and we wish you continued success.

JOHN C. MCCORMACK,
Manager, KTBS, Shreveport, La.

July 6, 1933.

25 NBC Clients Exhibit At Chicago World Fair

AMONG the broadcast advertisers who are exhibiting at the Century of Progress Exposition are 25 NBC clients. They are: Armour & Co., Borden Co., Bristol Myers Co., Chappell Bros., General Foods Corp., General Motors Corp., Great Atlantic & Pacific Tea Co., Gulf Refining Co., Health Products Co., Household Finance Corp., Hudson Motor Car Co., Kellogg Co., Metropolitan Life Insurance Co., National Dairy Products Co., National Sugar Refining Co., Palmer House, Premier Pabst Sales Co., RCA Victor Co., Sinclair Refining Co., Standard Brands, Inc., Swift & Co., Tastyeast, Inc., Texas Co., Wander Co., Westinghouse Electric & Manufacturing Co.

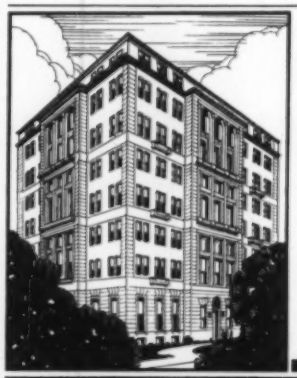
Operate Your Own Frequency-Measuring Service

A GENERAL RADIO harmonic oscillator plus the radio receivers usually found in every operating room enable your operating staff to check transmitter frequency against the 5-megacycle transmissions from the Bureau of Standards. The method is simple and the equipment is inexpensive.

Price $120.00

Bulletin 10-B gives complete details. Write for your copy.

GENERAL RADIO COMPANY
CAMBRIDGE, MASSACHUSETTS

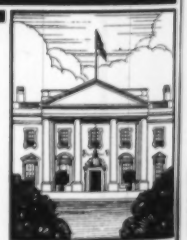


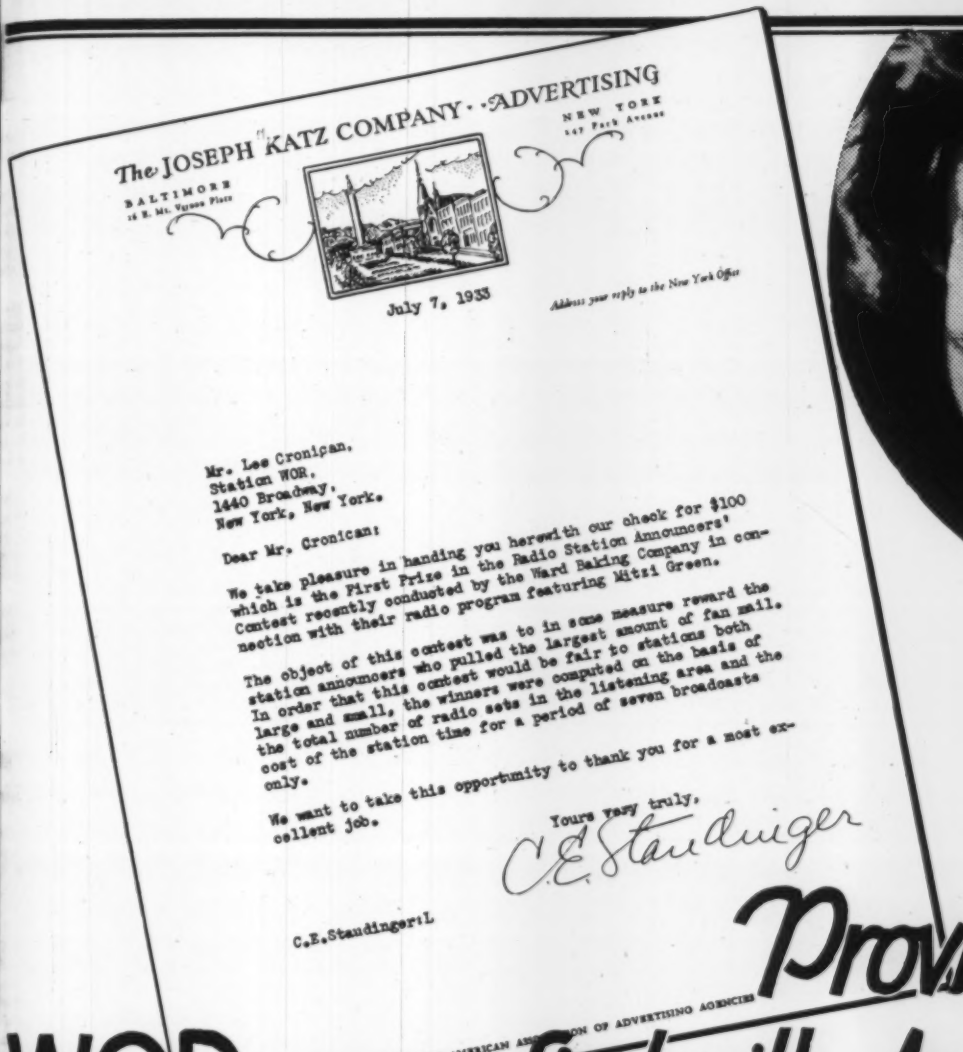
Smart surroundings in WASHINGTON

The pleasure of your visit to Washington will be enhanced by smart surroundings in Hay-Adams House.

This hotel, located near the Federal Radio Commission and business district, offers the best in accommodations. Write or wire NATHAN SINROD, MANAGER, for further information.

HAY-ADAMS HOUSE
Opposite the White House





The JOSEPH KATZ COMPANY · · ADVERTISING

BALTIMORE 16 E. Mt. Vernon Place

NEW YORK 247 Park Avenue

July 7, 1933

Address your reply to the New York Office

Mr. Lee Cronican,
Station WOR,
1440 Broadway,
New York, New York.

Dear Mr. Cronican:

We take pleasure in handing you herewith our check for $100 which is the First Prize in the Radio Station Announcers' Contest recently conducted by the Ward Baking Company in connection with their radio program featuring Mitzi Green.

The object of this contest was to in some measure reward the station announcers who pulled the largest amount of fan mail. In order that this contest would be fair to stations both large and small, the winners were computed on the basis of the total number of radio sets in the listening area and the cost of the station time for a period of seven broadcasts only.

We want to take this opportunity to thank you for a most excellent job.

Yours very truly,

C.E. Staudinger

C.E.Staudinger:L

MITZI GREEN, *well-known juvenile actress, plays in "Happy Landings", a dramatic serial which the Ward Baking Company is sponsoring over WOR each Tuesday and Thursday evening, 6:30 to 6:45. A recent investigation made among children in Central and Prospect Parks showed "Happy Landings" to be one of radio's most popular children's programs.*

Proving again—

MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

WOR comes first with America's Kids!

(-as well as with the grown-ups!)

WHENEVER a children's program possessing real merit is put on over WOR, the response is OVERWHELMING! This is again confirmed by the recent experience of the Ward Baking Company. As part of their program "Happy Landings," Ward's announced a Mitzi Green jig-saw puzzle contest over 7 Eastern stations. The contest announcements were made on 7 of the broadcasts.

The response from WOR's juvenile audience was tremendous. Over 20-000 of them wrote in for contest blanks —a tribute to WOR's standing with children;—a tribute also to the job done by WOR's staff announcer, Lee Cronican.

According to the Joseph Katz Agency, WOR led in mail response, even after making due allowance for the difference in station rates and number of radio sets in the respective listening areas.

Incidentally, the WOR record of 13½c per mail return compared favorably with the best producing newspaper used in the contest.

These facts prove that WOR can do a good job for you also in winning over children for YOUR product in the New York Metropolitan Area.

P. S. Of course, WOR sells the grown-ups too!

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, Inc., NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue

Boston Office: James F. Fay, Statler Bldg.